Radio Guide

G E C A 8 7 6 4 3 2 1

WEEK ENDING OCTOBER 20, 1934

TELLS WHAT'S ON THE AIR - ANY TIME - DAY OR NIGHT





In This Issue:

Lawrence Tibbett Blasts Bunk from Classical Music

PRESIDENT ROOSEVELT'S Mike Habits Told by His Announcer

Tom Noonan's Chinatown, from Hops to Heaven

Timely Topics by Ray Perkins, Porter, Lewis and Tony Wons



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By Lawrence Tibbett

The Highest Paid Singer on or off the Air Cries "Hokum" and "Bunk" When He Hears "Yes, Yes, I Like it, But Is It Art?"-Herein the Beloved Baritone Plays with Dynamite, with Full Knowledge That He Is Exploding Pet Theories and Sacred Beliefs. But He Is Content to Let the Chips Fall Where They Will in the same breath with the "Met" to these people, would constitute nothing less than an unforgivable violation of the sacred.

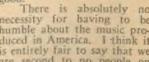
And that leads me to another point—another one of the axes I love to grind. It's the question of snobbery and lack of vision which exists among certain persons who like to constitute themselves "music-lovers." I refer particularly to that unthinking worship of European music just because it happens to be European and for no other apparent reason. That such a worship should be prevalent is almost untenable; yet there it is. This is an example of the sort of thing I have in mind: Every once in a while I like to include in a radio program or concert recital a number entitled "The Song of the Flea." After the affair is over, I like to stick around and meet and pass the time of day with any members of the audience who may care to talk to me. A strange thing happens every time "The Song of the Flea" has been used.

I nvariably, one or two persons will come up and herate Invariably, one or two persons will come up and herate me for having sung a selection with such a vulgar name. Then I have to go through a lot of red-tape and explain very carefully that the words are from Goethe and that the melody is a product of the pen of the great Moussorgsky. The reaction, likewise, is invariably the same: Profuse apologies follow. And everything becomes all right just because a pair of European masters happen to be involved. That's what I call real intellectual snobbery, and it's just too bad that music in this country has to be associated with it to the degree that it is.

Another example of this blind praise of the oldworld works was brought home to me in Hollywood several years ago. I happened to be attending a party of movie celebrities. I was introduced to a "Russian Princess" who told me what a terrible time the old nobility was having.

They finally prevailed on me to sing—in Russian, of all things. At the time I knew no Russian whatsoever, but to please them I sang in my impression of that difficult language. I used violent gestures and adhibbed words and music, and my accompanist managed to follow me—how, Lord only knows. Really marvelous applause greeted me at the end. Especially pleased was the "Russian Princess" who had "never heard so pure an accent since I left the fatherland." The crowd there that evening thought the impromptus song was great, too; not became thay but the clicktest.

evening thought the impromptu song was great, too; not because they had the slightest idea as to what it was about, but simply because an opera singer was singing it, and because it was in what they supposed to be a foreign language, and therefore must be good.



"I am also a great fan of Al Jolson's"

There is absolutely no necessity for having to be humble about the music produced in America. I think it is entirely fair to say that we are second to no people on the growth and development of a true American musical culture. Our popular music may be considered, I think, our real American folk music. American dance music and songs have influenced more than one European com-

Nothing annoys me quite so much as to hear some so-called music-lover get off that gem. My answer is: "I say it's hokum."

I honestly believe that much of the music being written in this country by Americans—native and naturalized Americans—is absolutely as great as anything that has been turned out through the ages by the acknowledged masters of Europe. And that's why I say it's hokum when they ask if it's art. It certainly is no new experience for me to be told—and therefore I shall not be amazed at the possible reaction to this article—that in making such a statement I am playing with dynamite.

If that's playing with dynamite, then I'm all for it. I certainly feel that way about it. I take pride in being an American singer of American songs.

Of course, I don't mean for a minute that everything that is turned out in the United States is vastly superior to the music from abroad. On the other hand, I don't believe that every aria sung in grand opera is great merely because it happens to come from the pen of a European master. American music should be given a break. The snobbery and lack of vision which are characteristic of many so-called "music-lovers" are completely repellent to me.

It is unfortunate, I think, that so many of us are taught that the only fine things, musically speaking, are importations. You can gather by this time that my own humble opinion differs. Nor do I feel that I don't practice what I preach. If you have happened to listen in on my Tuesday night broadcasts over NBC you will see, or rather you'll hear, me sing some of what I consider real American classics.

One melody, for example, in that category is Jacque Wolfe's magnificent Negro spiritual. "De Glory Road." It has a warmth, lift and emotional value, the like of which is rarely equalled. Another American composition I should not hesitate to call a classic in every sense of the word is Jerome Kern's "Ol' Man River." To these I can add many more, including Vincent Youmans" "Hallelujah" and "Without a Song" and Gershwin's "Rhapsody in Blue." They are outstanding American classics, and in my opinion equal in real musical and emotional quality anything turned out by the composers of Viennese operettas—and they are considered world masters.

It seems to me that the only sensible way of arriving at an opinion as to the quality of a song or its interpreter is to determine for yourself if the job he or she is trying to do is being done well. In other words, you and I, for our own cases, are the best possible judges. I have much more respect for a musical opinion that honestly dislikes an old-world masterpiece, than for one which blindly and unthinkingly worships everything heard at the opera or the symphony concert merely because that might be considered the thing to do.

I happen to like Rudy Vallee's singing, and I undertained to the symphony concert merely because that might be considered the thing to do.

I happen to like Rudy Vallee's singing, and I under-stand I am not alone in that. I am also a great fan of Al Jolson's. As a matter of fact I think that as artists



The Lawrence Tibbett of Radio-shown as he looks on the frequent occasions when he faces the mike to disprove that "the only fine things, musically speaking, are importations"

they are superior in their own particular way to some artists who might be on the Metropolitan Opera's roster.

—What's that I hear?—It must be the murmuring of a great many opera subscribers ready to disagree with me violently on that score. Even thinking about Vallee and Jolson in the same thought and mentioning them



Distinguished in Four Fields-Opera, Concert, Radio and the Movies-Lawrence Tibbett Began Life Weak-Lunged, and Ambitious to Be a Western Sheriff. Followed War Service in the Navy; Then Concert Singing; Then His Operatic Debut in Hollywood; Then Debut at the Metropolitan in New York. His Climb to Top Rank Since, Has Been Meteoric

poser of high position and, like the movies, have cast their spell over many foreign peoples. Our popular music, I believe, will prove the seed from which a typ-

music, I believe, will prove the seed from which a typical music will grow.

I feel that American music is transforming itself slowly into a native organism. For more than a hundred and fifty years the United States was prevented from settling into any musical mold. American music could not come into being when America herself had not yet become a complete entity. In addition, there was the matter of an inferiority complex pertaining to cultural matters. I think that we are losing our lack of confidence now, and that that will play an important part in speeding up this process of building our own musical structure.

Twenty years ago—if I had been singing professionally
—I think that I would not have been able to get
away with singing such compositions as "De Glory
Road," "Ol' Man River," and others I have mentioned.
Audiences weren't yet ready to listen to the music of
their own people. Today a singer can sense the attention his listeners give to an American melody. As
I said when I was called upon to speak at a discussion in
New York recently: "We no longer shy away from an
expression of ourselves or of a particular aspect of our
national life."

So much for the development of our own music

expression of ourselves or of a particular aspect of our national life."

So much for the development of our own music. I have one or two thoughts as to what could be done to present the best of the European music in a more interesting way. In order to bring about a wide-spread appreciation of classic music.—a condition absolutely necessary to inspire the writing of our own classic works—it is vitally necessary that we vocal artists employ our own language.

After all, songs represent nothing more than the wedding of words with music, or vice-versa. It seems to me, therefore, that in order to get the fullest enjoyment out of a song, the listener must be able to enjoy both the lyric and the melody. Unfortunately, the knowledge of foreign tongues is limited for the most part to those persons who have had the good luck to benefit from the advantages of travel or study abroad, or both. I don't see any reason why the full enjoyment of hearing singing should be a pleasure reserved only for those persons.

I am asked often to give my views on the future of the opera in this country. I feel that it is up to the opera companies to recognize the tastes of the American people. Aside from the matter of staging, there is the all-important question of language. As it is now, with the exception of the few English-speaking operas which have been produced at the Metropolitan, and in which I am glad to have taken part, people have to try for several hours to pay attention to singing in a language which very few understand. Although things are transpiring on the stage, members of the audience can have but a vague idea as to what it is all about. I can understand easily why in general we Americans are not interested in opera.

And from the point of view of the artist, the question of lan-guage is really just as important, Why should he sing at all if the majority of his listeners can't un-derstand him? Since all his hearderstand him? Since all his hearers cannot possibly get the full
meaning and beauty of a song in
a foreign tongue, ought he not to
include more and more English
lyrics in his programs? I say:
"Yes, a thousand times, yes."
And I, for one, intend doing so.
Until such time as classics

Until such time as classics are written in our own language on a large scale, there is no reason why good translations cannot be made of the best European operas and vocal selections. One hears often that to transpose their lyrics into English implies losing a great many of the values. That, in my opinion, is ridiculous. English is one of the most copious languages spoken in the world today. Besides, English has proven itself sufficiently as a medium of beautiful expression. The greatest poets the world has



known have found our language adequate, And what, after all, is poetry but word-music?

The Lawrence Tibbett of the moviesshown in costume for his sensational success in "The Rogue Song"

music?

And in conclusion I would like to say that the American form of English—the way you and I speak it, and not the way it is spoken in London—is even better suited for singing than the English used by the English themselves. The reason is that our vowels are infinitely more pure. And, incidentally, there are some of our American popular singers who could teach many of our singers of classic songs a great deal about American diction.

EDITOR'S NOTE: To those who have followed hard-hitting, he-man Tibbett's career with the interest it deserves, these straight-from-the-shoulder comments are not surprising. He hates bunk. He is a man first, and a singer—though a superlatively good one—only second. During the war he turned down a safe job as Y. M. C. A. entertainer in order to join the navy.

Larry Tibbett's father was sheriff of Kern County, California

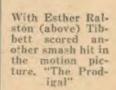
California.

A real, old-time gun-fighting sheriff, he was killed in pistol-duel with cattle thieves, when Larry was seven. From about that time on, the kid shifted for himself. He has been newspaper-folder, clerk, handyman, dishwasher and third assistant cookee on a ranch—where he got the idea of singing and acting by watching cowboys put on their own entertainments.

put on their own entertainments.

His first opera appearance—at \$60 a week—wasn't an appearance at all, for Tibbett's singing was done offstage as a kind of sound-effect. When he writes about "diction" he knows what he's talking about. He was the first singer to win the American Academy's diction award.

Lawrence Tibbett may be heard every Tuesday evening at 8:30 EST over an NBC-WJZ network, in a program sponsored by the Packard Motor Car Company.



Lawrence Tibbett who loves his home and his family — shown with his five boys who are (left to right) Larry and Richard, twins, 13; Peter, 5; Marston, 7; and "Sonny," 10





President Roosevelt photographed as he broadcast to fifty million listeners on September 30, in one type of broadcast that Mr. Trout describes as "an easy show to put on"

adies and gentlemen, the President of the United

adies and gentlemen, the President of the United States."

That is the unvarying phrase which introduces the Nation's Chief Executive to fifty million radio listeners, every time he makes a microphone appearance. Well over thirty times I have spoken those simple words into a Columbia microphone, and the special little thrill they bring is fresh each time.

There are two distinct types of Presidential broadcasts, and in traveling from Washington, D. C., through more than half the States of the Union to handle these programs, I have become very well acquainted with both kinds.

First, there is the White House

grams, I have become very well acquainted with both kinds.

First, there is the White House broadcast, which includes President Roosevelt's famed "fireside chats." Though the fact that the President of the United States actually is speaking to them from the White House, and the majority of radio fans feel that that is a magnet drawing them to their sets, these are the easier shows to put on.

The rather out-of-the-way Diplomatic Reception Room, down on the ground floor at the rear of the President's House, is now headquarters and broadcasting studio for the country's most popular ether star. It's a small room, oval in shape, hung with paintings of former Presidents, and possessing a door which looks out over the back lawn to the tall, white finger of the Washington Monument several blocks away. Usually, this room wears a rather deserted, empty air, but on broadcast nights . . . let's step inside a moment:

Against the wall near the door moment:
Against the wall near the door

Against the wall near the door is an ordinary-looking wooden business desk. Small, inconspicuous, dynamic microphones crouch on the polished surface, and their web of cables disappears into two circular holes cut in the top of the desk. The drawers look real from the outside, but they are only shells; their insides have been torn out to make room for the great mass of portable radio equipment which must be carried into the Executive Mansion by radio technicians each broadcast night.

On plain tables lined against the opposite wall is stacked more equipment, tested and re-tested hours before air time, watched over by serious, hawkeyed operators. Another side of the room houses the long, grim line of newsreel cameras, their big lenses leveled at the desk across the floor. Cameras in hand, the still photographers hover in the corridor beyond. The atmosphere is calm and subdued, but whether you are a visitor or an

old hand at this sort of thing, you can feel the tense

old hand at this sort of thing you can feel the tense undercurrent crinkling in the air.

A door opens. The White House Usher steps into the room. Quietly he murmurs, "Gentlemen, the President." The talking stops, choked off in the middle like a cut motor; dead silence settles on the room. Suddenly it is shattered by a hearty, booming voice: "Well! Is the gang all here?"

The cheerful babble of voice bursts out again: "Good evening, Mr. President. How do you do. Mr. President?"

Assistant White House Secretaries Marvin H. McIntyre and Stephen Early, businesslike but beaming, appear. President Roosevelt is seated at his desk. He asks for a glass of water, lights a cigaret, mops his brow with a handkerchief. A minute or two of earnest conversations on private telephone wires with the main studios a few blocks away in downtown Washington, and the operators are ready.

Stop-watches are set, networks synchronized. Silence again, The tension in the air is stifling to everyone but President Roosevelt, who calmly awaits his cue. Ten seconds, five, three, two, one—. Voices

five, three, two, one-

(left) broadcast-ing from the steps of the Capi-tol, in Washing-ton, and (right) President Roosevelt on the air in what Mr. Trout calls "a difficult show"



again, but this time careful, rounded, again, but this time careful, rounded, assured; voices that are speaking to an entire continent. The introduction ends: "Ladies and gentlemen, the President of the United States," and the familiar tone of the Commander in Chief of the Army and Navy is ringing in the loudspeakers of half the homes in America.

And then there is nothing to do but wait until the end of the talk to sign off the program. Only sometimes things go—well, not wrong, but too near-

President on the Air

By Robert Trout

Whenever President Roosevelt Broadcasts, Robert Trout Is His Announcer. Here Are Anecdotes Never Before Told, in an Intimate Glimpse of "Air's Favorite Speaker"

ly so for comfort. There was the evening when the President's address exceeded the time estimate that had been made for it. That was all right with us broadcasters. But we hadn't counted on the ornate gilt clock which rests on the marble mantlepiece. When ten o'clock arrived, the President spoke on, but the clock raised its voice in solemn, echoing protest. Ten loud, rich, agonizingly slow strokes rasped across our nerves, but the President did not miss a syllable.

After the show is over, there is more good-natured joking, pictures are taken and President Roosevelt repeats portions of his talk for the newsreels. We radio broadcasters have no heart for joking before we have the air; there is too much to worry about. The light-hearted words of banter are all the President's.

On one hot and sultry night as we perspired with dignity, President Roosevelt remarked, with a twinkle, that when he got on the air he was going to say something about "this Washington weather." And he did, to our vicarious pleasure, as we roasted in silence. Another burning evening the Chief Executive cooly interrupted his flow of words to ask for a glass of ice water.

water.

Frequently members of the White House Jamily who are in town troop into the Diplomatic Reception Room to form a visible audience for the President.

As you probably have guessed, the second class of Presidential broadcast, and most difficult from the radio viewpoint, is the public event, the large outdoor gathering or the speech made to a great visible audience in an auditorium.

A re you wondering why it is difficult? In radio studios we judge time by seconds and we stick to our schedule; on remote control programs—at points outside the studios—we judge time by seconds, and we try to stick to our schedule.

On the battlefields of Gettysburg, last Memorial Day, the automobile bearing the President was delayed by school children who scattered flowers along the road, and I talked into my microphone for fifteen minutes before anyone arrived on the speakers' stand to open the



The "Bishop" of Chinatown

By Henry Bentinck

Friend of the Great, This Man of Lowly Beginnings Has Learned the True Meaning of Charity, Has Learned the Secret of Rehabilitating Derelicts and of Reviving the Spirits of the Hopeless. His Brand of Help Is Two-Fisted; His Air Shows Are a Marvel of Religion Humanized

Charity be damned! Let's help 'em!' So says the "Bishop" of Chinatown, friend of the wicked and weak, who believes that between friends the word "charity" is in very bad taste. You may have heard his amazing services to his pals, the bums of the Bowery. These are broadcast every Sunday afternoon at three o'clock EST, over ABS-WMCA, from the ramshackle Mission Building of the Rescue Society, unofficially known as the "Cathedral of the Underworld." It stands on the bloody bend of New York's twisted Doyers Street, where curbstones have been dyed red by tong and gang wars.

These Sunday services are a combination of vaudeville and religion. Once Mae West assisted. And, following rigid policy, the "Bishop" probably would have welcomed Mary Magdalene—even before she became a saint, and therefore respectable.

This rugged "Bishop's" name is Tom Noonan—but



Tom as he appears regularly to hand out coffee and bread free (and no ques-tions asked) in the "Blue and Gold Room" of his "Ca-thedral"

Steve Brodie's sa-loon, with Steve shown at the bar—a typical hangout such as Tom knew in his early youth, before he learned to "get his" without risking



don't ask him where he got it. He doesn't know. He grew up without father or mother, stealing boyhood meals from fruit-stalls—dodging under horses' bellies when cops chased him, back in New York's gaslit and horse-drawn era. Tom is a "graduate" of Sing Sing and Dannemora prisons. Yet today he feeds the hungry, clothes the naked, houses the homeless, reforms criminals and finds work for hundreds of hopeless men and women.

He might have died a Dillinger. Instead, he lives a saint. The late King Albert of Belgium was proud to call him friend—and so are scores of New York's leaders in all walks of life. To his "Cathedral"—now a home for the homeless, but formerly a Chinese theater—gambling joint, hop-house, bawdy house and murder-lair—and to the microphone there, he has welcomed such celebrated folks as Sir Harry Lauder, the late Sir Thomas Lipton and the late King Albert.

Tom's derelicts and the radio audience have been entertained by Al Jolson, Jimmy Walker, George Jessel, Walter Winchell, Jack Dempsey, Gene Tunney, Warden Lawes, Earl Carroll, Nora Bayes—who sang her last song there—Harry Hershfield, Paul Whiteman, Jimmy Brierly, Kathryn Parsons, Nick Lucas, Ozzie Nelson, and a host of other outstanding stage, screen, radio and political personalities.

One of the types of dope addicts whom Tom has brought back to health and wholesome interest

When you hear Tom Noonan's broadcasts, you actually are "on the inside" in a genuine struggle to help the helpless. His "Cathedral" is always crowded for the "Bishop's" services. It has a capacity of 400.

On the stage of the old Chinese theater are reserved seats for "paying guests"—spectators who are "doing Chinatown." From these guests a collection is taken to pay for food and coffee for the 400 bums and derelicts, After eating, these down-and-outers are permitted to sleep on cots in the subcellar of the building—in what Tom calls his "Blue Room." There, a huge coal stove keeps them warm. In the morning they are given breakfast and—when possible—shoes, coats or whatever articles of wearing apparel they may need; and it's all free.

But Noonan's work goes far beyond

may need; and it's all free.

But Noonan's work goes far beyond that, Radio has magnified it a thousandfold; therefore he blesses radio every day.

"It's absolutely marvelous!" he exclaimed, when interviewed for Radio Guide. He fumbled for a sheaf of statistics on his desk. He adjusted his glasses. "Look here, son. Here are a few items made possible this year through my radio broadcasts and appeals. An out-of-work tubercular man too poor to bury his wife sent me a letter asking for a grave. I appealed over the air for a burial plot.

and received thirteen different offers. Through the medium of radio I introduced 21 worthy couples to one another, with the net result that all are happily married. I ask listeners to supply some of my boys with jobs. Thus far more than 5.294 have been put to work. A poor colored church asked me for an organ—and received it. A woman came home from a hospital with a baby. She asked for a crib, and received one from a kindly listener. With cash contributions from listeners I have been able to provide every cell in Sing Sing and Dannemora with radio earphones."

Tom Noonan. "He might have died a Dillinger — instead, he lives like a saint"

e enumerated hundreds of other items. Bail was put up for a boy involved in a court case. 25,000 packages of cigarets, as well as pipes, smoking tobacco and shaving utensils, were sent to Veterans Hospitals. Prisons were supplied with libraries. A destitute home in Hell's Kitchen was furnished. Thousands of crutches and artificial limbs were supplied to cripples.

Tom doesn't bother to clear these benefits through his "Cathedral." He puts the needy and the generous in touch with one another. His is not an "Organization" working to show a favorable report to a board of directors at the end of the year. His sole job is helping people.

Now—what caused this mighty change.

people.

Now—what caused this mighty change in a man who once was a criminal? Why did the youthful leopard of crime change his spots? Principally the humanity and the humility of another human being—who just happened to be a woman. And there wasn't any romance about it.

happened to be a woman. And there wasn't any rollance about it.

While Tom was a petty-thieving lad, a serious-minded older boy said: "Tom, you ain't getting nowhere. Ain't you got no ambition to amount to something—be somebody?" Tom allowed he had; wanted to know the first step. "Tonight," was the sober reply, "we'll knock over Ginsberg's clothing store. It'll be a cinch."

Now this was entirely in keeping with the bitter philosophy of "Get yours—no matter how." The boy who said it wasn't trying to be funny. Psychologists tell us that all successful individuals are persons who managed to "get theirs"—in some way or another. Tom's crook friend wanted to "Continued on Page 29)

Standing By-

With Ray Perkins

Comething ought to be done about this plague of Children's Programs. The amount of spinach fed to the kiddy-widdies through the air has reached the proportions of a major national crisis.

Heavens knows I love the dear kiddies, having been one myself until I was old enough to know better. Never an unseemly or harsh word against Childhood ever has sullied my lips either on the air or off, hot or cold, drunk or sober. I even go "kitsy-kitsy" at brats on trains who wipe wet popcorn on my vest and try to stare me down. But so help me whoozis, I'm sick of hearing radio performers, executives and sponsors gurgle about "the importance of the children" until you'd think the adult population had about the relative standing of one flea in a block of dog-pounds.

It seems that in the Average American Home, mama and papa are jolly well told what they can listen to by the Little Ones. It also seems that the Average American Business Man feels that if he can persuade the wee youngsters that they must have his product, mama and papa will tremblingly obey orders and buy. Indeed—(I love that word "indeed" at the beginning of a sentence; it reminds me of William Lyon Phelps)—indeed, it seems that broadcasting is going through a bloodless revolution in which eventually the Kiddies will take over everything from the Federal Radio Commission to the studio clock. Anyhow, we're getting the longest parade of kid programs ever led before the microphone. The air is full of Uncless. Big Brothers, Injuns, Cowpunchers, Cartoon Strips, Rollo Boys, Daredevil Dicks, Happy Sunshine Hours, Clubs, Societies, Free Badges, Contests, and Ask-your-Mother-to-Buy Campaigns from sehool time to bed time.

And don't think that bedtime means anything! The radio insiders will tell you proudly that AMOS AND ANDY owe their success to the children, that the popularity of JOEP PENNER and ED WYNN is largely due to the boys and girls, that GRACIE ALLEN is great because she's the kid's idol, and that so is BEN BERNIE, SMITH and everybody else. Great grief! They'd



Albert Payson Terhune, the dog-lover, with three of the collies which are his constant companions. He may be heard Sundays at 5:45 p. m. EST over an NBC-WJZ network

men or women? If the two latter, you'd better do something to control your offspring, or at least let the Radio World know you're alive.

And now it's time for a BUCK ROGERS program, and I hope you'll pardon me because I don't want to miss it . . .

NBC publicity department advises the world that FRANK BLACK studied to be a chemist before he became a musician. Program suggestion: Frank as guest artist playing concerto on a test tube.

Mrs. Patti Pickens, lovable mother of the lovable PICKENS SISTERS fum Gawgia, not only raises daughters but also fish. The Pickens living room, on Park Avenoo, is adorned with a dozen or more aquariums (or is the plural aquaria, Mrs. P.?) containing an elegant collection of guppies, sword-tails, angels, tetras, etcetras and whatnots in sundry stages of development. The fish aren't as pretty as the girls, but they stay at home more. One of the more matronly guppies gave birth to 49 bouncing babies. Mother, the girls, and the fish are all reported doing nicely.

According to my Aunt Pandora, Pickens is a South-ern corruption of Perkins, a fine old New England name. If the facts really were known, I am probably related to both the Pickens Sisters and Pearl Pickens, which makes me the Missing Link. Scientific papers please copy.

If Chevrolet can afford to give us all that expensive talent, can you imagine what Rolls Royce could do with a radio program?

Ran into RAY WINTERS the other day. You will remember him as announcer on NBC. He is now program director for station WOV, New York. Although WOV doesn't get into the headlines, it is doing very well thank you with 66% of its "time" sold commercially, a very high quota. The bulk of its commercial programs are in Italian. Advertisers use the station to reach the buge New York Italian population. New York, you see, is the second largest Italian city in the world, exceeded only by Rome itself.

Yours respectfully is booked to hold forth on NBC's lovely red network Mondays at 7 p. m. EST. This will go on regularly—until something happens to prevent—and with me anything can happen. My piano, Clarence, will stooge. Here's hoping a lot of people will be listening; and more to the point, here's hoping we'll be worth listening to.

Along the Airialto

By Martin Lewis

Everyone was nervous at the opening of the ED WYNN show. GRAHAM McNAMEE almost tripped and fell when he rushed out from the wings. LOUIS WITTEN stumbled over the microphone wires and almost pulled the plug out, and at one time DU-CHIN started the music before Wynn was through with his dialogue. McNamee rushed from the studio after the show to hop a plane for Detroit to broadcast the start of the World's Series the following day. However, he didn't get away before the Fire Chief kissed him on both cheeks in front of the 1,200 on-lookers. Wynn later grabbed Duchin, who made his debut on that program; and after praising his work to the audience, Wynn kissed him on both cheeks, too. Whoops!

COLUMNOTES ABOUT COLUMNISTS: Ed Sullivan, the Broadway columnist, heard last season on the Plough Show with Lopez, is the author of the script for the new Phil Harris college campus mythical tours. And while we're on that subject, here's a great big hand for Walter Winchell for his weekly bit of interesting and exciting chatter... Will Rogers couldn't understand why his sponsor shifted the program to CBS. He liked the NBC surroundings. After his broadcast recently, Rogers went to the studio where Winchell was broadcasting, and after the ace news reporter was through they both went into a studio to listen to President Roosevelt... Floyd Gibbons no longer will commute to Chicago by plane for his weekly broadcasts. He's staying right in New York and will do them from there.

Symphony in color: The name of JOHNNY GREEN'S secretary, is ROSE GRAY, and it's not a

bad combination—GREEN AND GRAY . . . LEOTA LANE, sister of Rosemary and Priscilla, made an unofficial appearance on the Waring program last week. She pinch-hit in a Glee Club number when Rosemary developed a sudden cold . . And during the summer months GERTRUDE NIESEN made unofficial visits to a plastic surgeon. After one look at the exotic songstress, my hat's off to plastic surgery. It did right by our Nell! . . ROWENE WILLIAMS, the audition winner on the "Hollywood Hotel" show, has also made a change, but in name only. She's called Jane now . . COLONEL STOOPNAGLE moved his living quarters again. This time he's no more than fifty yards from the CBS studios. As long as he's been with Columbia he's never lived more than two blocks away . . . The genial MAJOR BOWES celebrates his 12th anniversary on the NBC airwaves next month. This chain should have the Major put on his weekly audition show over WHN—the program is the talk of New York and gaining in popularity from week to week . . Since he left the airwaves, letters have poured in asking when the POET PRINCE will return. Here it is, folks—next Sunday on his first commercial program over an NBC network. Time will be announced.

FLORENCE CASE, formerly heard with the Emil Velazeo band, is now vocalizing with Jacques Renard's orchestra at the Cocoanut Grove in Boston . . . HAL KEMP has invaded the east with his musical crew, and from the reception he received at his Hotel Pennsylvania opening he should be around these parts for a long time to come. An unusually good band, this Kemp outfit ... And did you know that FRED WARING and his crew average thirty hours of rehearsal for each half hour program? Which accounts in part for their being so good ... I wonder why ABE LYMAN and VIVIENNE SEGAL ignore each other's presence, even though they are on the same program. Don't be kids, you big kids! ... PEGGY KEENAN and SANDRA PHILLIPS, the redheaded piano team, have formed their own orchestra and will switch from Columbia to the NBC airwaves... Although the musicians union insists that he cannot conduct an orchestra in the U. S. A., RAY NOBLE has signed a lease on a new apartment ... LENNIE HAY-TON will supervise the libretto of the annual Varsity Show at N. Y. U.

LITTLE JACKIE HELLER will desert the Windy City and move to New York to appear in a new Broadway musical, "Calling All Cars." Good Luck, Jackie!...

EVERETT MARSHALL also will appear in the same show... RUDY VALLEE has advised his agent that he wants to appear in a legitimate show this fall, but prefers the light drama to a musical... ED SCHEUING, the radio agent, received a shock which gave him the jitters, following Russ Columbo's death. The day after the singer died in California, Schening received a contract signed by Russ the day before the fatal accident... A female "One-Eyed Connolly" tried to crash the VALLEE broadcast, but was politely escorted out of the R. C. A. building, after quite a fuss with the guards at the door... Sponsors of the BYRD broadcast paid ace pitcher Ditty Dean one thousand dollars 10 say "hello" to the members of the expedition,

"Are You Listenin'?"

By Tony Wons

You know, the most difficult thing to do is to start something! It is a pleasure to talk about what you'd like to do, and what you are going to do. But to make the start—that is hard; and that is the most important thing of all in making a success of anything. For, unless you start, all the thinking, all the planning, all the dreaming, all the talking is just a lot of confusion which comes to nothing.

Often when you make the start the thing goes.

of confusion which comes to nothing.

Often when you make the start the thing goes on by itself. It carries you along.

I once knew a rag picker who came to our house asking for rags and iron and bottles. He made a start with a rickety old handcart which he pushed along. Well, one day he came along, and he didn't have the handcart. He had acquired a skinny old horse and a rattly wagen.

rattly wagon.

He paid a pretty good price for rags and old iron, and we kids used to go about the neighborhood picking up every piece of iron we could find. He came along with a set of scales, and after weighing our treasures he paid us a few cents, put the stuff in his wagon and

with a set of scales, and arter weganing on the country. He started something, you see. He didn't keep talking about some day becoming the iron king of that country. He just started.

Well, with his horse he could carry a bigger load and get around quicker, and he wasn't so tired at night. Years passed, and one day there was a big sign put up over his yard where he kept his junk: "Northwestern Iron Company." He was president. He became one of the rich men of the town. He was known as a philanthropist. He was prominent and respected. All because he started something.

Of course many things you start will fail. If you keep on, by the law of averages you will strike gold. But if you never start, never will you get anywhere. It doesn't take a mathematician to figure that out. So, if you have any dreams, start something. It doesn't make any difference on how small a scale you have to start, but start. start, but start.

"Remember that the mighty oak was once a

Some people in some way hook up the emotions, particularly the good ones, with the human heart. When they speak of love, of kindness, of sincerity, of pity, they usually give the heart as its dwelling place. Whether the heart has anything to do with it is a debatable question. Some think it has no more to do with these things than the liver or the stomach or the kidneys. But in poetry it is the heart that loves.



Jack Benny photographed in a quiet moment is news—whenever such a photo can be taken. Hear him any Sunday over an NBC-WJZ network at 7 p. m. EST

Well, that dear old lie that talk is cheap has been Well, that dear old lie that talk is cheap has been exposed. You can prove it by looking at your telephone bill or starting an argument with a traffic cop. But if that doesn't convince you that talk is very expensive, take a hint from the fellow who said: "If you think talk is cheap take a look at the cost of a session of Congress!" Yes, and how about the campaign expenses of politicians? There's expensive talk for you!

A letter was received the other day, in which a radio listener claimed that I said the world would be a better place to live in if we stopped laughing altogether. I did not say that, and you know blamed well I didn't. I remember what I did say, though. I was talking about war and the serious state of affairs in the world today, and I said that all sensible people ought to stop laughing long enough to give some serious thought to these things and their solutions.

Why, do you know that it has gotten so that if you discuss serious things even on the radio, somebody is bound to pipe up and say: "Cut it out!" Yes, people will say: "Don't talk about that. We don't want to hear about it. Make us laugh! Be a clown! Be a foo! Be a buffoon! Be a jack-in-the-box! Anything to make us laugh. But for the love of Ed Wynnery, don't get serious!"

That is not a healthy philosophy. When you've

That is not a healthy philosophy. When you've a hard problem to solve, you simply can't laugh it off. I don't care how funny the clown is who makes you laugh. Nobody but a goose would say: "Stop laughing altogether." Nobody but a fool would say: "Keep laughing all the time."

"Keep laughing all the time."

It seems to me that we could take our cue from Abraham Lincoln. Lincoln was a man who could be serious. And yet he could laugh, too.

I once heard of the man who went to a doctor because he was sick. And the doctor hold him to laugh fifteen minutes every day before meals. One day in a restaurant while he was having his laugh, a man at the opposite table walked over and said angrily: "What the dickens are you laughing at?"

"Why, I'm laughing for my liver."

"Well, then," said the other fellow, "I guess I'd better start laughing. I ordered mine half an hour ago."

More of Tony Wons' homey philosophy may be heard by tuning in on his program, "The House by the Side of the Road," Sunday afternoons at 5:30 p. m. EST over an NBC-WEAF network. The program is sponsored by S. C. Johnson & Son.

Reviewing Radio

By Martin J. Porter

If you ever stop in Keansburg, N. J., it probably will be when you have a flat tire or run out of gas. But if you should find yourself there, it might be interesting to visit the rectory of the little Highland Episcopal Church, and meet a radio celebrity who is celebrated only behind the scenes. He is the REVEREND HENRY SCOTT RUBEL.

The Reverend Mr. Rubel is a jolly sort, who wears the cloth with smiling dignity, and who potters about his study humming little tunes to himself. Occasionally, when he wants to remember one of the little melodic improvisations, he rushes to a studio piano, runs over the tune, and jots it down on a sheet of manuscript paper. If you ever stop in Keansburg, N. J., it probably will be

mprovisations, he rushes to a studio piano, runs over the tune, and jots it down on a sheet of manuscript paper.

From all of this you realize at once that while the Reverend Mr. Rubel is an excellent and efficient preacher of the gospel, he is afflicted also with that bacillus that infests Tin Pan Alley. In other words, Mr. Rubel is a song writer. His resemblance to the ditty blacksmiths of Tin Pan Alley ends with the yearning to write songs. In Tin Pan Alley the boys think of the market first. In the little study at Highland Episcopal rectory, Mr. Rubel thinks only of his art. He never sells his songs, except to one man. Each song he writes is produced, sung on the air, and restricted from further use.

The Reverend Mr. Rubel is not known to the public as a song writer, because he does not sign his manuscripts. But the check that is mailed him for each of his songs is made out to "Hal Raynor." As Mr. Rubel, the rector is the shepherd of a flock. As Hal Raynor, he is both a composer and a salesman. He is a sort of supersalesman, because he sells his one-shot ditties to another galesman—no other than that purveyor of ducks, MR.

JOE PENNER. All of Mr. Penner's individual and non-repeatable songs are penned by Hal Raynor, and Mr. Raynor, alias Mr. Rubel, usually throws in a gag or two with a song, a couple of jokes, and whatever other material he thinks Mr. Penner might use.

Not even the congregation of this versatile clergy-man suspected that their shepherd was one of the wits behind the Penner shows until Joe Penner went to California the last time to make a picture. On that occasion Mr. Rubel took a hurried vacation from Jersey and went also to California. They needed him to write Penner songs and gags—and naturally, when Mr. Rubel returned home, he had some explaining to do. That revealed him as the man with the double identity.

Fame having thus been thrust upon Mr. Raynor, he is now in demand. He will shortly be on the air in person, in his own broadcast series, on the NBC network.

There is much talk in the business offices of the radio industry about the acceptance of liquor advertising, and the talk indicates that it will be acceptable by midwinter. In confirmation of this, humorously enough, comes a sudden rush of manufacturers of headache remedies to get spots on the air—a movement that the liquor firms are not particularly pleased with. Bromo Seltzer already has signed for an NBC series to begin October 12. This spot was to have had RAY NOBLE'S orchestra as its main source of entertainment, but union rules and Labor Department red tape thumbed Noble down—so the job went to B. A. ROLFE, whose newest orchestra will play it soft and sweet—and slow.

ROXY says this about radio: "Today, the stop-watch, rather than the masques of comedy and tragedy, are the gods of radio. The ease and naturalness of an artist's performance are undermined when he becomes clock conscious. Yet the time limits of a radio performance are such that clock-consciousness develops. It is the fault of the producers, who, instead of leaving a lot of lattitude in a program, try to stuff in every possible feature."

Roxy as usual is right.

Roxy, as usual, is right.

There is a big doubt whether GENERAL SMED-LEY BUTLER, stormy petrel of the Marine Corps, ever will be invited to speak on the radio again. Last week, addressing a gathering of Veterans of Foreign Wars in Louisville, and while his speech was being carried over an NBC network, he said: "I come from Pennsylvania, the lousiest g— d— state in the union," and was instantly cut off the air.

KATE SMITH'S matinee hour on Wednesday afternoons at Columbia, which was really an experiment, has turned out such a success that five new one-hour daytime shows are being organized. One started last Monday from 8 to 9 a. m. under the title of "Modern Minstrels." On October 16, a Tuesday 9 to 10 a. m. show will be inaugurated, under the title of "Happy Days." It will utilize Philadelphia talent in a review. On Tuesday, October 23, between 3 and 4 p. m., a weekly Columbia Variety Hour will be launched, featuring JERRY COOPER, and an as yet untitled show, Thursdays, 3 to 4 p. m. will start October 25. The Friday hour show will emanate from Chicago, beginning in November.



Chester Lauck, who is "Lum"

"But We Ain't Got No Descriptions!"

As Recorded by Fred Champion

Lum and Abner Are Two Stars of the Air Whose Lives and Habits and Even Physical Appearances Are Relatively Unknown. RADIO GUIDE Tried to Get the Information Necessary to Supply a Word Picture of the Pair-with the Following Result



Norris Goff, the "Abner" of the team

(Lum and Abner are seated in their of-(Lum and Abner are seated in their office—a room high up in a tall Chicago sky-scraper. The place is futnished to reproduce an old Arkansas real-estate office. Several wooden chairs, a worn desk, and an ample cuspidor are to be seen. Abner is whitling on the right front leg of his chair. Lum has just opened a letter).

L: Abner, listen to this, it's a letter we got just now, "Dear Lum and Abner: Several of our readers have asked us what you two gentlemen look like. Would you please be good enough to give us a detailed description of yourselves so that we may pass this information on to your fans? Very truly yours, RADIO Guns."

What's it they're wantin'?

What's it they le want it A description.
Well, they'll have to see Doc Miller fer one of them.
A "description," Abner. Not a "perscrip-

Well, I ain't got one of them neither.
Why of course you have . . . everybody's got a description.
Well, I'm glad they wrote the letter then, fer that's the first time I ever knowed I

had one. Oh yes . . . it won't be no trouble givin'
'em that . . . jist describe ourselves . . . 'em that . . . jist describe ourselves . . . sorter like that application I filled out when I wrote to the Happy Home Matri-

Well..., you can send one in if you want to, but they're jist wastin' their time on me... I've got a wife and darter now. Oh, this ain't fer no matrimonial purposes. They jist want to know what we look like.

Well then, why not send 'em one of our fotverafts?

No, that won't do. Wait... I've got a idy. Whereabouts is the weekly paper at? I donno. I reckon it's around here summers, lessen somebody's cleaned a lamp

chimney with it.
Ah . . here it is . . . wrapped 'round this curry comb.
Now, Lum, don't git started readin' that

thing.

Didn't 'tend to. I'm jist lookin' at the lost and found column . . . they allus give descriptions of different things in here.

They don't never advertise for no lost humains,

Not frequent. But we can sorter change things up, though. Like here . . . yea, this ort to work . . . Here's somebody advertisin' fer a hound dog that's lost . . . strayed or stolen, one hound dog. Four years old. Black with brown nose and left ear

Horses.
Yea. That sounds good. Maybe we can get an idy from that.
One white horse... answers to the name of Jim...
Look, Abner, we can fix that up... jist change the first un here to a description of you... git a pencil



Lum and Abner in their office, as they looked just a few minutes before the letter from RADIO GUIDE arrived

and paper and set it down as I call it out.
Here's a piece of wrappin' paper. I'll write on it.
Abner . . . weight about 40 stone . . . 15 hands high.
Gaits . . . What gaits you got, Abner?
Front gate and back gate.
No . . . no! Can ye walk, run, single-foot er what?
Oh . . I walk. And then I run some. It's sorter like walkin' only you jump up and down a little bit in between.

All right. Put her down, Abner walks and he runs some. Lum he goes in for all of 'em . . . walk, run, single-foot, trot, rack and gallop.

Whut's next?

Whut's next?

Let's see. How do you work—single or double?

Double, 'cose. Ain't I said I got a wife?

That's so. And I'm contrariwise. Next is how're
you shod? Reckon that bunion of yours orter class
you as lame in left hind foot. And I've had a split
hoof on acounter that axe hit me in the toe fourteen
year ago come Thanksgivin'. That's what you get
for workin' on hollerdays. fer workin' on hollerdays.

A: What I'm goin' ter put down here fer shoein'? All that's about natterul defects. Not countin' those new mail-order boots, we both got lots of worn shoes, and I got one left shoe with caulks. I'll put that down

got one left shoe with caules. In put that down.
Yea . . what else here? You ain't got no spavin, but I guess that fits my limp, lessen you might refer to it as spring halt. Put her down . . . Abner, no other defects in shanks . . . Lum has a mite of spring halt, because of the weather. Now about coloring your sort of piebald. about colorin'... yore sort of piebald, and a lectle mite skimpy in the mane. Me, I guess I'd be described as sorrel, goin' to white ... Nothin' here about them horses havin' mustaches, so put her down separate. Abner ... hey,

Abner!

(Abner, who has been whittling, suddenly falls on the floor as the chair leg gives way)

A: There...! done it again. That's the second chair this week. Guess that building manager man won't like that any.

L: What's ailin' you lately? Shoulda thought when that porch fell on you after you whittled through that column, 'twould have taught you a lesson.

A: Oh, I dunno. Seems like I'm always nervous. Gotta whittle on somethin' since I used up that "No Whittling" sign they stuck up in here... what's next?

L: Well...don't neither of us wear a head-stall, 'cept maybe we got a toothache. How're your pasterns?

A: Right fine shape, 'cept I ain't got no fet-

Right fine shape, 'cept I ain't got no fet-

A: Right fine shape, 'cept I ain't got no fetlocks.

L: Yea ... and neither of us got hocks, lessen you class loan tickets. How about
this, though? One of these horses got a
harness gall, and the other feller's got
a scar in his withers. Do that fit us?

A: I dunno, Lum. I got a pendicites scar,
Corse that's in a different place, but they
might wanter know 'bout hit.

L: Yea ... an' I guess you might call that
itch in the middle of my back a harness
gall ... leastwise I figger it's my galluses
that's doin' hit. Put her down ... Abner, scar on belly. Lum, harness gall
from galluses.

A: I heerd tell, "belly" ain't polite.

L: That's so ... make it stomich ... Now
about breedin' ... jedgin' by the laigs, I
guess maybe I got some A-rab in me, and
you look kinda Percheron yourself. Besides that
yore more peacable like. Now, let's see ... this next
is kinda personal. It says this Jim horse has a
brand on his ... Abner! Hey, Abner!

(Abner, who has been wbittling the floor, suddenly disappears through it. Lum rushes over and looks
down to discover that Abner has fallen through into
the lap of the building manager, who is about to
have an apoplectic fit).

Manager: You ... you ...!

A: I'm awful sorry, Mister, but I hain't been out to
pasture lately and I jist chewed right through my
stall.

Lum and Abner may be heard any evening from Monday to Friday, inclusive, over the Mutual Broadcasting System, from Station WLW at 7:15 EST, from Station WGN at 8:30 CST, from Station WOR at 9:30 EST, and from Station WXYZ at 9:30 EST—in a program sponsored by the makers of Horlick's Malted Milk.

Behind the Music

By Jack D. Brinkley

There Are Good Reasons Why Arthur Schwartz Should Be Chosen to Write All the Music for a Fresh Broadcast Every Week for One

Reasons Tell Their Own Story

But Let Those

And now another radio program with an original score for each broadcast! Arthur Schwartz and Howard Dietz, famous for their compositions in "The Band Wagon," "Flying Colors," "Princess Charming." "Three's A Crowd" and many other prominent operettas and musical comedies, are the pair commissioned to do the job.

For a long while listeners have waited for the sponsor who considered radio important enough to obtain special music by prominent composers for such a series of programs. Sigmund Romberg was one composer selected; now here come Schwartz and Dietz. Heretofore listeners have been forced to lend an ear to broadcasts composed largely of second-hand musical numbers . . . created for the stage and photoplay and offered, in part, to the broadcasters. These same compositions have worn thin by being played on many programs, until they are close to boring from repetition.

The new Schwartz-Dietz series of intimate musicomedies will offer no music which has been presented elsewhere. And the songs used in these broadcasts will be released for other mediums of entertainment only after they have been presented on the air.

The closest collaboration is necessary between the composers and Courtney Ryley Cooper, the author of the stories on the program known as The Gibson Family. All musical selections are a vital part of the story, with a careful balance between music and dialogue.

Why was Arthur Schwartz chosen from all American composers to write the music for this milestone in radio production? The reason is obvious when it is realized that one recent show score by this writer contained music in the distinct styles of six different countries; and that, in addition to his reputation for composing successful popular songs, he holds the distinction of being the only composer of the "popular" school to receive

consideration for a serious theme from the classical music columns of the New York Times. The composition was "The Beggar's Waltz," a portion of the score of the "Bandwagon," and Schwartz received a writeup of a column and a quarter on his ability to combine appealing popular songs and more serious music in a single

appealing popular songs and more serious music in a single production.

Even with all of his many successes behind him, Arthur Schwartz may be considered one of the newer composers, having deserted law practice for music only five years ago. He was born in Brooklyn in the year 1900, attended high school there, and graduated from N. Y. U. in 1920. In 1921 he received his M.A. degree from Columbia University, and the title "Doctor of Jurisprudence" from New York University in 1924, teaching high school English in the meantime. Then he practiced law until 1928. His family did not guess that this worthy background was built for a future composer. His older brother had been an accomplished musician, and his father a practicing lawyer. Arthur's early expressions of a desire to write popular songs met with the disapproval of his parents, who thought one musician in the family quite sufficient. Besides, the big brother had real talent for the classics, while Arthur's aims were not so high, and he seemed unwilling to make a serious study of any instrument.

So plans were made for young Schwartz to follow in his father's legal footsteps. It was not until 1929, when he met his first real success in music for his songs in the "First Little Show," that Arthur became convinced that he had been right at the outset. Even now he has no musical education, is an accomplished pianist only by employing knowledge which he has "picked up," and not only writes his piano arrangements but assists in the "Continued on Page 25)



Arthur Schwartz was headed for law practice when his first love, music, steered him from Blackstone. Now he's devoted exclusively to melody, harmonies and dominant sevenths

Galli-Curci's Protege

There are sopranos—and sopranos. There are those radio rocketeers who shrill to high C with slate-pencil timbre—and there are sopranos like Galli-Curci and Muriel LaFrance.

People who hate high-pitched women's voices in their loudspeakers relax with pleasure when the clear pure tones of Muriel's coloratura soprano come over the air. Great stars, as far apart in the entertainment world as Paul Whiteman, Colonel Lindbergh, Galli-Curci and Roxy, have discovered a taste in common, in their appreciation of her effortless excellence. In fact, it was Galli-Curci who "discovered" Miss LaFrance. And in that discovery, both Muriel and the listening public were helped by the long arm of coincidence.

Galli-Curci, too, is grateful for this coincidence. For it is the fate, even of such a great singer as she, to pass on and leave no record of her greatness, other than those incomplete mementoes to be found in mechanical recordings. And these—unlike an author's books or the masterpieces of painter or sculptor—preserve only part of the artist's personality. Consequently, many great singers long to leave behind them someone in the nature of a personal, spiritual and artistic successor, An alter ego or other self. Such a one has Galli-Curci found in the lovely Muriel LaFrance.

It happened in Toledo, Ohio—Muriel's home town. She had finished a course at the New England Conservatory of music: she had made up her mind to sing over the radio. That was the condition of affairs when the great Galli-Curci came to Toledo. She never had heard of Muriel—but soon she was to hear from her.

Into a theatrical booking office Miss LaFrance was called

to hear from her.

Into a theatrical booking office Miss LaFrance was called one day to sing for a possible sponsor. Upon request, she sang a couple of operatic arias.

Down the hall, in the office of a friend, Galli-Curci was sitting, when the clear voice rang through the halls. Now if there is one quality which artists of true greatness share, it is an enduring eagerness to recognize genuine talent. Where a mediocre performer may be led, through professional jealousy, to belittle a talented confrere, a really great artist has nothing but praise and encouragement for the rising parkness.

By Fred Kelly

Great Artists Leave Behind Them Only the Memory of Their Art. Galli-Curci Intends to Leave a Living Reminder in the Person of Her Successor, Muriel LaFrance



Muriel LaFrance, admired and ap-preciated by such diversely occu-pied celebrities as Paul Whiteman, Colonel Lindbergh and Roxy

So it was with Galli-Curci, when she heard Muriel LaFrance sing. Secure in her own peerless artistry, the great singer thrilled to recognize a potential equal. She insisted upon meeting the human source of that ether-eal voice. "And to my dying day." Miss LaFrance tells, "I shall treasure above all memories that of the mo-ment when Galli-Curci insisted upon taking me to Chi-

By another strange complex of coincidence, these two talented women discovered, immediately upon meeting, that they resemble deach other in face and form no less than in voice! No wonder Galli-Curci felt that she had found her other self.

Still being tested in the crucible of Fate, Muriel LaFrance went to New York where—under Galli-Curci's guidance—she spent months in training with the finest teachers.

Then came the time when Washington went wild over the young Slim Lindbergh, Just returned from his historic flight to Paris. The Associated Press sent Muriel to the festivities,

to Paris. The Associated Press sent Muriel to the festivities, to sing.

Not only did she "steal the show," carning the shy personal praise of the returning hero himself—but she earned also the personal attention of the great Roxy.

"You must come to New York!" was the Roxy ukase.

She did—and was one of the master impresario's principal soloists for two years! Muriel LaFrance had come through like a thoroughbred, proving that she had not only talent, but qualities of character without which no great art is possible.

Radio and concert engagements followed. Steadily this glorious voice mellowed, found wider recognition and an increasing circle of enthusiastic admirers.

"It has always been my ambition to please my audiences," she says modestly, "and I enjoy singing what we might call "in-between' numbers—such as the beautiful melodies written for 'Rose Marie,' Showboat,' and so on—just as much as operatic selections."

Muriel LaFrance can be heard on KYW (Chicago) alternating Sundays at 2:30 and Wednesdays at 9 p. m. EST, on a program sponsored by the Olson Rug Company.

Voice of the Listener

Marking Appreciation

Dear Vol Red W. c. Minn

For expression of antear in the VOL

ection it so exact that there is a inference of the sanction of solution

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for a fire grate of it west has been

I level not like I was there with the exceent at the suches when I hear their feet as of expresent May 1 6, 1 we for the good of all con-

No Matinee for Kate

It doesn't seem quite fair for hate hat to be on the air in the afternoon. What about the business people who would like to hear her? True she is on the air every Thursday ever no for a half har hat that isn't enough of hate. sure a great many people contain with one

I managed to hear her today-over the tele phone. Its at sometime! Someone at home called me on the phone, turned the volume up, and I heard hate suc "My Gal Sas" and For All We Know"! We at I could hear every word she sing I could t get the fre bereft of her

Mighty Pen-darvis

Dear Int New Kens aton Pa
After reading many of your on mins I always
notice where other readers express thir views
of face toods. Its fine, will evarue
back are forth about the Grieve, I is board King tands Let's a quitor, we all sent to a band that is up and convex A name perfect one can condition that the Pull Pendarsus, take a how his refer to be three the rotice. So lithous take a tip and the in Personal at year ast convex to he will not report it.

William S. Torrotery

The Brilliant Rea

Dear Vol.

In a react see I not ed a later product
my five te r ha ser Vivi i Res. I all the
time I have read I ADIO GI II E this was the
first letter I had see to that off. I corev agree with the series Se site tres soprano the air to said tree ss it is seldem. meree with he ar or As she is described on her precion, she is, early or a Rea the rio i arable" I repe after joint ear programmer. J. Moore

Baffled Listener

It surely is deappointage to have three of your layoute precuring on the air at one time. After we had parently for Bur's and A en and "Twenty The sand Years. Sog Sag' to return to the air I fed them breadessing at the same time Fred Atlen is on Are there any of year readers who share my feelings? I do not to hear, I the Beline

Sing a New Song

Dear Vill Corry, Pa.

After a lay off of a year I certainly thought
the Bosnel Seters would have had time to
learn a new song And if they didn't have time
for a new one they might have reheated the
enes they have been singure for the last few
years. Their "Heeline Jechie Blues" give ne the
pitters.

Bub S. Paulson

This department is solely for the use of the readers as a place in which to voice opinions and exchange views about radio. Address your letters to VOL editor, 731 Plymouth Court, Chicago, III. You are urged to send in your photograph when witing

Love Thy Neighbor The Bonny Clyde

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Came The Don

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He is r - c r), so r r r r r g and s r c strongers. batta rees 115 moves is to compressed a d

Tune in Enoch Light

Dear VOL.

In looking the one is RADIO GUIDE about a work ago I would that Law B I libered was not in the pression detects as more of the track he in the binst's are a more of and we do use to be a more or and nearly the test as the example of the plane

Faint Praise

I have read the etters : MAH and others in your recent educates to want to sex that I

extra He has a nice

st le I the real to 1 is an her s. r of country songs who is only a child He is 4 year old Billy Tate and is beard on the Child ren's Hear over WAB.

May I put in a few words about Burns and Blon's I think they are the a Bost team on the r. The less I bear of Grane the more peace are ill be for me—and Georgie. I I reme South

In Praise of Buddy

Dear VOI:

"Straight from the shoulder right from the heart" Id like to express my appreciation to RADIO GUIDE for publishing its most interesting article to date namels, "My First Phiety Years" by Burn, Risers In an opinion Buddy Rogers is the trie ride star files primes are radios litest entering set. As a single-triple and an uniter Buddy can well be called radios most versatile entertainer. As one amounter so perfectly expressed it. Buddy amorete so perfectly expressed it. Buildy Hogers and his California Cavahers pre-cit maste with a personality." Vivian Sherwood

Garbernatorial Hint

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Love in Bloom

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All America, By Goss

Dear VII Mars & Fr Oto My I = Sec State A.

For geret . At er de le Ry



to Man and Jena William of the sound to in the ar letter
the angle ors I know,
Inches, John Charles
It mas at I wrence skill with a native skill with a few constants, Virgina Rea a literate a Drammette would the petert eas for

Herry wo cold keep the team on edge by tell-An ette Ho how and R to Elting for homesty, Fall back, Sing to Sam; Rosaline Greene would give the coasts pop talk and who would refuse to play for her and Dan Voorhees could play the college airs Clade K. Goss

Is Margaret Wright?

Why is it you knockers get s. h a "big to g" hitting at other people? Why don't you put away your horners and buy some hous? There are so many other programs you can liten to instead of using a distance you do not be this or the person I we won are knocking the hardest have friends who like them as min. as you do she then so why not (for a chance) keep quiet. There are enough programs to go a o a l. Marbaret Wright

A Minority Protest

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Popularity Contest?

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Good Evans!

Come on dear old VOL and has many to be I'm, e such to much all Fact Franciscs, rging them to draw up equipments yet as and send hem to NBC drid up to the whose vace is a country, and the return to the ar of our Beauch Per Prince whose vace is a country, was delichtful to know that at a cert in hour every nothing would have the privilege of tringtre tito our a mes the program of he Poet while throwing plums around let's dup a cart load at organion northin Exp. Pummer whose commiss and cheery stiles are always welcome. Alice Petts

Help Small-timers

I not e take I as a rate a strong of the serial attachment of the seria

Last Bite of the Blonde Tigress

By Arthur Kent

She Was Vicious Like Her Animal Namesake, Even After Her Victims Were Robbed and Beaten and Shot. But She Overlooked Radio as the Defender of Law, with Its Powerful "Calling All Cars" . . . "Calling All Cars"

perfectly in facing the system. They worked it respectedly in facing the symmetric pulls, with an appearance of the system of th

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Spring to the term of the springs



The store of old Gustave Hoeh, from which he was dragged to the sidewalk shown, and there shot to death

for the digger in a liter called the "libe B. o. 1 - 1 - green are go in the day A. in a partitude of larger than the green are larger to a larger to to wind twin and a street to the tree tweet of pilling are were a pilling are were as pilli



The Tiger and her mates (1 to r.) Mrs Jarman George Dale, Leo Minner, as they appeared for trial 199 years"... "Death"... "199 years"...

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The Bonde Terress Mrs. I eanor farman — as she looked when arrangeed after her "last bite"

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Michigan Company of the company of t

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vet 'Core on' her (Continued on Page 23)

Signposts of Success

By "The Doctor"



John B. Kennedy Is No Square Peg in a Round Hole. Read Why His Face Shows This

nyone with reasonable perceptions can see that the is the face of a scaller and that the is the face of a scaller and that it takes the world rather set is what it takes the world rather set is what it is the fact that to reasonable perceptions can see that it takes the world rather set is what it is the fact that to reasonable to the fact that to reasonable to the fact the proposes of each energy as a cope of and energy as a cope of and exercise and thought. Over the air Jih. B. Keineld has a selection of ideas and of particulated, and attempts five read the space of a fact in the tions of this face at git, to reach the fin who is only with his own afters a fact of it will be sold to a fact of the said that it is any it are that he cannot say what he thinks because he sitherway area of this general and ence, more of claus than they generally an air din a major area er tell. And the his in a least or it is to be the and the his in a least or it is an and on area er tell. And the his in a least or it is entitled to a fact of the said the space of the said the said the space of the said the said the space of the said the said

and ence, more of class than they generally an aird in a mach area certical.

And the lastic states than they generally an aird in a mach area certical.

And the lastic states the interval sense does not see his import on does not realize the results he expects them to vision.

We should like to hear him in it least twenty-five hours' take saying just what he thought and without the idea of pleasing anybody. That will be dealy worth near table from the interval a virimed te affairs.

The tain like of the upper lip indicates a whims cally exact grisense of frondah plate arange of social reasons and individual hospitality. The particular hat his much love of power in it and his sense of accomplishment but much put to a distless the militer and general purpose of points a accoment Over the air beauth at edition, or news page the indication of these regins just me too calls of the first the first process a keep that the first tento confirm a politically uncerthology for the air point out the above process to make its and these in the facial markets and these in the second tour the above points and character of holin B. Kennedy and in never heard him say more in the last this in the facial markets and these in the second him say more in the last this in most men all the regions.

Open Door to Beauty

By V. E. Meadows

Should Light Hair Be Kept Light by Artificial Means? - Let An Expert Answer

The average git with light har always wants to know of some method of keep gitize in rilight. Is a reashan, poor ranse that will a complish the preper results? That is an adverty. We asser to it is adea, is enough. It alone has coneed to contain the light has a reasonable to the containing the containing and you had that has retirous that I person as well at recent and assert on the containing the containing that one is a more than the light have been sent to the containing that the reasonable set of the containing the contai The average girl with light har always mants to know of some method of

V. E. Meadows, Directory of the Beauty Forum (formerly called the Beauty Guild) may be heard over the American Broadcasting System Monday, Wednesday and Friday from 10.45 to 11 a. m. EST, on Stations WMCA, WHDH, WPRO and WIP.

Flashes of Fun

Cantor: Yes that B ng Crosby's gone stork mad'
You know what I said to him? I said "Bing,
maired life must be one grand sweet song"
Wallington: And what did Bing say to that?
Cantor: the said, "One grand sweet song Eddie? Why see the twins were born it's been like an opera -fill of grand marches with load calls for the author every night."

—Chase & Sanborn

-Chase & Sanborn

Fred Allen: New York sets aside October as office I milk month. That being the case, here's cow! I see by the papers that commodities are still rising. Well commodities may be rising but tak is still cheap!

And did I ever tell you that a wit and his I ps

are soon parteur

-Town Hall Tonight

Joe Penner: Well, so I am a movie star I can prove I was in the movies! Monk: How? Penners I am?

Monk: Why, that's just a picture of you may underwear!

Penner: I kin w-that proves I was 'n shorts!

--Bakers Broadcast

Holtz: I'll kiss you till the cows come home! Petrushka: Deat forget my two brothers are

Holtz: All right—then I'll kiss you till the bulls come home!

-Vallee Variety Hour

Jarvis: My wife put a leash on me and had one
of the dogs lead me around the block'
Joe Cook: How long was the leash?
Jarvis: It was a two year leash—with one
month free rent!

-Colgate House Party

Bulls and Boners

William I und gan: "Dr. Bragman is located opposite the Onondaga Hotel The dictor is open evenings. I rank Rose, Oswego, N. Y. (Sept. 20, WFB., 12-32 p. m.)

Alice Remsen "A request to close the program from a lady in Lima Oho"—Gertrude Vogel Jefferson Wis (Sept 5 WMAQ, 9.27 a m.)

Announcer "Mother Monthan is sitting by with her sewing basket sitting on the floor I stening"—Clara I tier, Janesy.lle Wis (Sept 28 WCN; 9 45 a. m.)

Announcer 'Sponsored by Bost's Toothpuste for removing tibacco stains and Burbasci' E. M. Fitzpatrick, Aberdeen, S. D. (Sept. 28, WCCO, 6.15 p. m.)

Elmor Howe "I take the long slice of broad in my hand which has been spread with mistard"—Mrs. J. C. Batchelor, New York, N. Y. (Sept. 25; WJZ, 10:50 a. m.)

Announcer "The announcement made fifteen minutes ago over this station in regard to a car which was stolen, has been recovered." Enid Ide, Harvey, N. D. (Sept. 17; KFYR, 5.19 p.m.)

Kenneth Roberts: "For 25 cents you can buy a tube of Philips' Dental Magnesia half the price of a fine dental cream"—G F Hogan, Oak Park, Ill. (Sept 4, WBBM, 7.48 p. m.)

Farl Withrow "Every coat is lined with celanese silk, many with two pairs of trousers." Dean Dillon, Ottawa, III. (Sept. 21, WJJD, 207 p. m.)

One dollar is paid for each Bull and Boner published. Include date, name of station and hour.

Your Grouch Box

Don't let your radio groches get you down -spoil your enj ynent! Instead get the nour of your system have ong your omparits to Your Grouds Box" where bro Lasting executives, artists and sponsors from cost to coast was have a chance to learn a nout term.

learn a sect them. Co still to coast with have a circle to learn a sect them. Rule i such perfect, though so res of thous mids of earnest men and women are working ceaselessity to make it so. You can do nour part by submitting a sould lens be entities in of sovething you don't have

No imitators—no audiences!

Dear Eddor—It is maddening to have to listen to performers trying to sound the real rate. Stars, And rido studio audiences are werse than inspires. Gaste a N.C. MRS 11 DANFABLEG

Let's gag the gaggers.

Dear I differ. Many so-called confedition use the same gags on the same da. Why not at least snow some respect for the radio of fence?

Brooklyn, N.Y. MEYER TOBIAS

Once more—"less jazz."

Dear Editor—Way is it we wan do not care for jazz, have to listen to it every night. A ter luc clock it is impossible to get a good program.

A toon 1. Pa. RADIO FAN

Too many good programs!

Dear Editor Why mist there be fear good programs listed for the same hour in Wednesday? I always enow CRIMI CLUES and the LINE RANGER They use to time separately. Now to make matters worse two more good loves appearable. Pickford whom everyone wants to hear, and EASY ACES I can tilsten to all it once Evanston, III MRS A FRENCH

Send your radio grouches to "Your Grouch Box," RADIO GUIDE, 731 Phymouth Ct., Chicago.

Radio Road to Health

By Shirley W. Wynne, M. D.

Common Colds Are More Serious Than Most Persons Think. Consider Doctor Wynne's Timely Warning

fall in disease the edge of a man to the common role of the most write press. The cold of a matching more than a masare of man be in the chilt to may be the tomininer of a mac more set of reprint to be as formed on the chilt to may be the tomininer of a mac more set of reprint to be as formed on the chilt the cold of the child the cold of the child of the child of the child of the cold of the child of the

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The Child's Hour

By Nila Mack

The "Sassy" Child Is to Be Understood, Not Censured. This Child Psychologist Knows Why

Practically every thid give through the vassy or laking book stage. Nature endows every making book is nutrice and the main testal most this nearly mait was for path, smally it a child an mottalk back and delead a meet against to se who brand aim with a makesteable trait in which do called a coward by his alternative.

against these who brand aim with a conservable trait in which do called a cowerd by his playmattes. The seasy stage it ways starts the play yard had subsection a shrought an only home. Many mothers cannot differentiate between their man cosal may in his his need at the lighting carries that are but red about a tractic to the street. When who as a tractic offers a stage against time it is addy normal for aim to content with J. Where I'm historical as that is to the street of the total of it is above place and yie versal wood she weept in the moding it a meek and anterminent or would she flate beek a self-letense.

This child never will be a sassy child if his parents are not as a sasy child if his parents are not all the interest with J. Where I'm historical as a sasy child if his parents as a sasy child in his parents as a sasy child in his parents as a sasy child in his parents are not all the interest with J. Where I'm historical assessing against time it is another that the interest of the samples to the week and anteresting a sasy child in his parents with a sasy of the first and a sask and a life in the interest and the interest of the samples to the interest of the sasy of the distribution of the content of the samples to the samples to the analysis of the samples to th

Nila Mack is director of all children's programs for CBS. Her program, "Sunday Morning at Aunt Susan's," may be heard over a CBS-WABC network every Sunday at 9 a. m. EST.

Ten Years Ago

Factor that' Ant it. Rodens leader of the S.S. Her for Edges, Orche transfer extrems the made word of the S.S. words of the Edges one stag brooms kindle over WIAV Colored Comes on the their hard. On the international large words their toressen "Mo" the international language and WIAV promeer law of the branchaster, changes hands and becomes WCCO.

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Hits of Week

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SONG HITS PLAYED MOST OFTEN ON THE AIR:

Song	Times
Lost in a Fog	30
Two Coarets in the Dark	27
1 Saw Stars	26
Im in Love	24
1 Only Have Eyes for You	23
Out in the Cold Again	21
Be St. My Heart	17
You're a Bunder-Upper	15
Love n Bloom	11
G ve Me a Heart to Sing to	10

BANDLEADERS PICK OF OUTSTANDING HITS-

Song	Points
Im in Love	28
Never Had a Chance	27
I'm Lonesome Caroline	24
I Saw Stars	22
Prze Waltz	18
Two Cigarets in the Dark	17
Se Still My Heart	15
Lost n a Fog	14
Night of Love	12
Sweetle Pie	10

A tembre excess individual hit selections fol-

Askert Apbr, by I Saw Stars in a Bloom
York did for open Be Star My Heart List ha
Log in flow
Chark Bisse I Saw Stars Lost in a fig One
Sign of Love Specific Pie, Give Me a hiert to

Sing to

the Cray I Only Have Eves for You, I wo

the Lists in the Dirk Lost in a Log I'm Love

Skeete Perform List in the Ciki Seen Lonesone, in Caroline, One Night of Love, Lost in a Log.

Wave Marks

of Haro 1 Bolin to wide you will No. 18t. Longity, manufacture and education a print a best

Signed On, I ve a catching a H ! Strongs, Ark Kills Ion Nooles program free'or recently wed Ina McKechen and Inea Mex Keirses staff announcer signe For with Hele Seiss

Signed On. Know we that KNOW a Chiston, Hex and ager I mestilighood recently I did runned with Names Shearm

Signed On. Love in a station to omed in the recent manage of illivard Price WCNE Pitts-burgh terror and least lewellin WCNE staff plan-

Signed On. Ronnert Right ox Hellsward script writer will be and him right of a hill which lands a steel of the Linds to a mill death or disposed ken mer Mills during a basis to the Lands diminde to perposes of script withing

Signed On. Another status remain e barge, ed and bloom when Vigue. Rec. No. Aben of I and r. M. S. New York, originess, and the 18-s and widing shares et a Logar Str., NBr. staff

Relay. The sole year about to Ep Goldet (WARLERS New York public). I have a laby gall out a last the class come to They be naming her Hisbert to I again to New Queen.

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Relay. And some WINS we are as I rooke femple popular settled to be a Douglas' Relatives to be for the responsibility well. Papa femple is glad its a gen

Log of Stations

.11 500 Boston WAAB 1410 50 000 N Y City WAB 000 Bulla o WBEN 50 000 Boster 50 000 N Y E ty WEAF WEART WEEL Can Boston WEBLI 00 Mancheste WFEA* 100 Hudson Fa s C WGLC WGR 500 Bridgeport 500 Providence 50 000 N Y C ty WJAR WKBW 500 Bangor WLBZ1 WMCA WNACT WOKO 296 Syracuse 500 Warcester 1040 50 000 Hartlord

Network Programs Listed Only.

A—American Broadcasting System

C—CBS Programs

N—NBC Programs

WTIE+

Notice

These program, as here presented were as correct and as accurate as the broadcasting companies and RADIO GUIDE could make them at the time of going to press. However, emergences that arise at the studios sometimes necessitate eleventh hour changes in program istings, time etc.

Look for the Bel C. for Re gious Services and Programs

R DO A.M.

NOTE: No many More WEAF WAY

CHANGE From From WAR WAR

NBC From From WAR WAR

8.30 A.M.

NAI -Lew Wite Crist WJZ

8 45 A M.

CB - Surv. Rith a port WABC

9 00 A ML

ABC The Bulleleers, WEAF WGY WOSH

WEST CBS-A II S SO S WAR WORD WORD WAR WHE WAR WORD WORD WORD WORD WOR WOLD WAR WHE WAZ WHE WAR WHE

ABS-Meastron a Palms WMCA WPRO WHAM-Vales Peater

9:15 A.M.

NBC Coster Bols WEAF WGY

NBC-Breatest of Resea WEAF WITC WEST WEST WEET ABS-AFFISHED OF CHORDES, WMCA WPRO WESS Place

10:00 A.M.

NBC Squared wiz RHAM WBZ NBC A(De Rag Pelpt WIAF WGY WTH WUSH CB—Afforch for Ar WABC WORC WHAN WGIC WHEN WORC WHAN WGIC WIBZ AB—IAR S 82 WPRO AB-Line 5 has

Star * Indicates High Spot Selection

10 15 A.M.

All Seas histo-relating WMCA

10:30 A.M.

NEW Mexica Type a Occhestra

MIN Section Service WIZ WBZ

(B-Llors ! (. rs WABC WORT of RC WORT WEAK WEEK

Alis Arms Receal WM A WPRO

10.45 A.M.

NRC M's C Michael Burnan,

11:60 A M.

NBI - Yens, Monte & Miscale WJZ

(H5- Charge 5" Hour WABC ABC - News Vanabasias WEAF WITC (BS-Inperm Howards WOKO WNA World WEBL WORL WIBZ WEEA WACCOVERN

Alts fait a Schoe Service 1 14 1

VGY Excess Car Co. Chap

11.15 A.M.

Alte Desgra Nacsants, as go WEAF

11.30 A.M.

(BS Set John Cx F becomes, 1807 and Cx WCK) WIBZ

NBC Major Bayes Copied For your WIAF WIIC

NBC Richard Maxwell tenor WJZ

11:43 A.M.

NBC -P a m S WIZ WBZ

Afternoon

NBC R zer B W. 2, tax WIZ

CHO-Selt Lake Con Tabe no le Orice WAR WEEA WERL WISN WILL WOLL WILL WIRE WOR Will Dive Short do

12:15 P.M.

NR - Server W Z ABS-R al Deal Trively & WMCA WPRO

West-Com Dester For NBC) WGY Exstrere (b WHYM Codes, Sever NB /

12:30 P.W.

NRC-P of C to of Table WEAF
WEEF WITC WOA

(BS-T) G S S WOLD Seconds
WABC WORD WDRC WEBL WEAV
WGR WORS WERZ

NRC Robot C S Salos WJZ
WBZ WRAM BS—Area on Marca C WMCA

12:45 P.M.

* CBS-Com Stephen King Hallack: WABC WORD WANC WORD WEBL WPEN WEAN WOLD WARZ WHEE

1.00 P.M.

NBC Dire Control all WEAF WTH With WEAF WEAF Control of the Air WABC WORD WIFE WHILE WORD WGR ABS Read Value of the WPLO WHAM Control of the WPLO

1.15 P.M.

ABS Mary Lyll WIRO

1:30 P.M.

NBC AH blochts of the B blc WJZ WBZ WHAM ABC Subject Pa v Mary Small euest artist WEAF WEEL WGY WCSH WHC

CBS—1) , Box WARC WORD WORG WAYC WORL WEBZ WOR WEBI WHIT ABS—Hara , Soors WERE)

CBS-Pat Kon eds Art hassels One AV8, WOR ANAC WORD

2 00 P.M.

NBI BEC ROPO WY WBZ WEEL MOSH WILL

MARI WAT MIND MERL MEN

MARI WAT MIND WERE MEN

MATE

WMC Bet and Miller

ABS—ti serwich Scientista WPRO PRAME Dewn Mendy Line

2.15 P.M.

B h Becker & Dog Steries WJZ WBZ WSYR AI S-Mastric Parare WMCA

2:30 P.ML

Not severed Hara sketch John Back and Mara Hak WJZ WSYL WHYN WCZ CBS-Read Harana Band WABC WYN RKBW WDD WEAV

WELL WIRE WIRE WEAV

ABI G & Ar e. ar. C ocores

WELL WORLD WOL WILL

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**NBC S., all On I be a sketh WEAT WEEL WISH DAY

**CBS-New York Pheharmonic Symposis Crine is WABC WORD

**WORD WAS WELL WOLD WIGH

**WHIT WEBL WELL ALBZ WORD

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**WILL WEBL

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3 30 P.M

NBC-Musical Romance With May Hash Maz WBZ KEHH W

4:00 P.M.

MIR' has as Co. Pt hor re Orch
WHAT WO'S WEEL WITC WOSH
ABS WALL STATE
WHICH WIRD
WHAM BEAUTY I. at E cares

4:15 P.M.

WHAM Kinsos City Prilhorn rice Or hoster (VBC)

4.30 P.M.

NBC-1). B he tody reas WEAF WEEL WIIC NBC The Land of Berman and Ag n WIZ WHAM WBZ WSTR ARY—Fel haves Orday of WMCA

4.45 P.M.

4 annielo Cascio prinisti

NBC Deca Dana harate sketch: WENE WON WGY WIIC WEEL

5:00 P.M.

* NBC—The Sentinels Serenade:
WEAF WOY WEFI WORD WITC
CRS—Ope Hoggs WABC WOKO
WORD WAAR WHAN WHIC
WABN WIBL WIBZ
* NBC—Roses and Drums
WIZ WBZ WHAM WSYR

ABS Co. alers WPRO

5 30 P M.

* NBC—S C JOHNSON & SONS
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the Rose Te v. Was WEAF
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BY DE TO THE STREET WJZ WBZ WHAM

AB- Pland and Organ Duo WPRO

5 45 P.M.

* NBC-Dog Drama Waz WHAM

Night

6:00 P ML

6.15 P.M.

NEC Lay Cobarn's Ord RJZ

6.30 P.M.

NBC — Cont Berl drama WIZ WBZ
WHAM WAYR

* CBS—ACME WHITE LEAD &
COT WAS PROCESSIN Ed
Wiser WAB WDR WAAB
WAYN HOLD AFBC BICC WORC
WIBZ WARB
ABLACTERIO Cheste, Frink Sann,
district WFAF WORL WGY
ABS—Cot Lasts WMCA WIRO

6 45 P.M.

(BS Vice of Expenses WAB) WDB WAAB WEAN WEBT

7 00 P.M.

NBC-Mischa Levitzki pianist

* NBC-Mscha Levitzk, pianist
WIAF WCA

* NBC-Jack Benny Don Bestor's Occlin for Wide Benny Mendles: WABC
WDBC WAR NEAR MEAN
WEBZ WICE WHEC WGR

ABS Olstan, Areng the Names

15 35 4

7 15 P.M.

ARS -Current Irash Event W. V. Ok.O - Canton a Melecter . HS

2 30 P 31.

* MBC—Queena Mario soprano, Gra-ham McNamee WEAF WGY WCSH * CBS—Buddy Rogers' Orch: Jean e List works WABC WDRC WAAC WORD WIBZ WORC WFEA WEAN

WIC WEBL

** NBC—Joe Penner comedian, Ozzie

** NBC - B I Survey WMCA

7:45 P.M.

NECK Wester Hall ukstelle songe-

8:00 P.M.

NBC Stipling Covert W.JZ
WHAM WBZ

* CBS—Symphony Orchestra; Chorus
a d Gueste WABC WDRC WORO
WNAC WHITE WORC WEAN
WHIC WABZ WHITE WORC WEAN
WHIC WABZ WHITE WORC WOR

* NBC—Edd e Cantor comedan;
Ruby offe Orch WEAF WCSH
WGY WTTC

ABS—Flora Lade Covery

- Thee Latte Pursters WMCA

8.15 PM.

ABS—Dismal Swamp, dramat c WMCA WPRO

8.45 P.M.

ABS-Pin the cass, creb - WMCA-WPRO

9:00 P.M.

NBC Char & Presin's Orriestra WJZ WBZ WHAM

MBA - M - Stran Mors Gall and WEST Was MIC Wiss BY ACCOUNT WOR OF DIE TOWN COME WITH WEST WIND WOR WINZ

9 15 P.M.

ABS-box Harres Melody WMCA

9.30 P.M.

* CBS-Will Rogers, Orch WABC WORD WAY WILL WEELWHED WORD WELL WIEL

WORC WENN WEBY

**NBC—WEAT WORCHEL gossip WJZ

WHAN WBY WOR

**NBC Arm of Familiar Mode WEAF

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WEAF

9:45 P.M.

BC Ore Act Play WIZ WHAM WBZ WSYR

10 00 P.M.

ame Schumann Heink: # NBC-Madame

* NBC March WILVI WALE

(BS-Was & Kings O - size A ABC

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* NBC wale of Fame Mary Boland

and Circle I was as a FAF

WEEL WILV WORK WITH

ABS-16 , h & WHILL WPRO

10:15 P.M

N3 Amord Gred Lemon WJZ WPCYM March Starty Present

10.30 P.M.

* NBC-Jane Froman, contratto, Moder Craffian Bake Coccess
Orde With Wide Will WGY

WESH CENTRAL CONTROL OF THE BORNES WAS BORNE

BS AND THURSON WWCA

10.45 P M.

ABS—Del Compets Orchester WMCA WFRO

11:00 P.M.

NBC Ka 7 S v Sterv WEAF WGY WEET WOSH NBC Roxa v Winder, 50 vs WJZ WHAM

WARC WORD WELL WILL WHICH WHEEL WELL WILL WILL WHICH

WOR 38-A or of Repaire AMCA WPRO

11:15 P.M.

NBC-Jesse Crawford, organist WJZ WHAM ABS Driver 100 2 A M WMCA WPRO

WPRO WV1(Herry Buss of 0 th (B5) 11:30 P.M. MBC -News (P D vs O ch; Whate Wick Wish wifel WDC CBS Joe Him es' Orch WABC WOKO WEEK WIRVWI I WHLC

WNAC WGR B. New Edd Ducher's O'ch.: W'Z WHAM WBZ

12 00 Mid.

NBC We Oslar & Och ir WEAF NBC-M. & Blue Roythm Band WJZ WHAM WBZ CBS-Encoll, his Orchesto WABC WOKO WNA WEBL WICK WEAY

Mas 1 Prec an

12,30 A.M.

NBC Sa Mar' Ordertra WJZ WBZ NBC Hoo Ku s Ordestra WEAF Web CBS-Frank Dades : Orch WABC WORD WAS WEAN WIBL WICC

Sunday, Oct. 14

(Time Shown is Eastern Standard)

The message of POPE PILS XI brost ist from Rome to the to-sands gathere at the 15 freedom I contour the second for the second for the Wall retween to a 10 ft for I call at the Pope's Lessage will come direct as short when I Rote An Lagist commentator will translate

KIV WILLIAM TRASER MAJORN
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A CORRELL IN Interpretary Management of Protes and and It size a Women's Cass to the microphone at 1145 a m on the NBC WEM Interpretary Minimum policies and the coeff troupoll on national assess.

1) ACES LAND ORD control and THE SIZHERS transmill be the gassis of Wir Size string Lite Miss BibOs Sap selforty at 1.6 pm over a SBCWL Freder.

MIRIAM moPk > AND IOTA

BO, ES sere s'a vic recteve te
smash success i secenti lleiven in the
first it a new sere es it programs entre,
"Los bano The de will will be neard
every Sinday or an NBC-WIZ network
at 2.30 p. m.

THE IMPERIAL HAWAHANS a dince by 1 linguistic a since to be lieard each Sandry time 2 1 to 3 p m over the CBS-WABC network

SALLY OF THE ALKIES' a new dram at a series base, in the salventures of a sering to a get of 11 discount at a lake its debut over in Nat WEAL network at 3 post face of the previous Viwas here at the sone time.

'IIII. IAND OF BEGINNING AGAIN' in there is a more a difference is easily from the result of the control of the

THE Wife I ABOTHERS young term may true be in the Sound will represent Weels, gland D.C. as guest stars of the sound. Open House' program with Fridia. Marin, were the CBS WABC network it 5 p.m.

'WASHINGTON MASQUERADI 'an episode illustrating tense days in the national capital in 1801 will be today schapter in the ROSIN AND DRUMS series. It is heart at 5 pm over the NBC WIZ network.

THIT SANDERS IN AND FRANK CRUMIL will prove of Even Symoods fances taken got as the guest of their program over CBS WABC at 5.30 p.m.

JOLLY COBURN and his orchestra will be presented in a weekly series of fifteen minutes of dance music every Sun fay eve-ning starting today, over an NBC WJZ network at 0.15 p. m.

ANNI SEYMOUR supported by DON AMICHI will be started in the 'Grand Hotel broaderst at 6 90 pm. I the of the episode is 'Boy Wanted' a new comedy. The program is heard over the NBC-W]/ retwork.

14CK BINNS a tres ent-grage launch a few series of NI diverseing broadcasts at 7 pc m over an NBC-WIL network D m Be to and his arcaestra Frank Park for, Mary Lang time and D m Be I m will assist lack in these shows A repeat performance for Pacific Coast asteners will be presented from 12 n diaght to 12 30 a m

"CALIFORNIA MI LODIES" feet in ng Raymond Pange's orchestra, Joan Marsh

New Programs, Changes



The petite contralto has unquestionably brought to her program a host of listeners who became en-deared to her during her protracted stay on her preceding one. She is heard on the (amel Caravan Tuesdays at 10 pm. (EST) and Thursday at 9 pm. on the (BS-WABC hookup

a gast stars with be least at a con-

The second the series of SYMP and CONC at 8 was present from 4 mins to be a and 4 has replaced to be and 4 has replaced to be as given it is these concept so has a given it is these concept at the first of the fir

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In the State of Annual State o () men by his is a women who have contained to the his me tal life of the hat on and will be such Seday at 10 30 pcm, via the NB -W/Z network.

Monday, Oct. 15

THE MODERY MINSTRESS of all Columbus new tour mechanics, as time stokes will be presented from 1 to 10 cm. This show will bring to riches a reproduction of ild-time procedure minimum streks stated by a columbus Tears of by healed by terlicular Harry Von Zell.

JOSEPHINE GIBSON, the Hostess GRS PHINE GRSSN, the Hostess Cadasel will again return to the anxives tach Monday at 10 a mover an NBC-WI/ network. A repeat performance for Pic I. Chast listeners will be heard into 12.15 p. m. This will be a three-n-wick series. Mon lay Wednesday and Linday and will be heard over the same for the at the above-nent oned trace.

The LAND OF BEGINNS ACAIN the Call bad P addets Compared to the carbot the and hocar at 1131.

This series was be not don Monday Wednesday and I i day at the lime time of the Only.

"PLGGA'S DOCTOR" a new series of inna to sections will be inaught rated over an NGWEAF network at 1.15 p. in Rosaline Greene and James Meighan pop-ular radio dramatic artists, will be the lest of surs of the officers of the ship of the office of Mindry, Welleston and Irlin afternoon. This eres was mighably shown of the sort of the World Series and lests.

MSS INSTITATE PICK even the secretary of the New York League for the late of t

E HALL DINNALS or like expect will he he is not en seres of Cotto he tec M de las over le (BS WAB sector) at 1130 a m

the RADIO GULD product on for the anish be Death Likes a Holday.' Abserto Ussellus three act from of suspended death. The series is need at 3 p. m. over the NBC WIZ betwork.

PRINCISS PAL PLATERS at 0 30 pm brog tring, Bl. (1) ago st 1 so fill the tree at plan be Shium of the fill g. in start less this next less and the modern and the start less and the fill the fill

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TROOM, RY AND RECONSTRUC-TION is the somethod to address by Direct Fibrania the Marat Treater



DON'T MISS TONY WONS

Every Sunday Afternoon NBC

"THE HOUSE BY THE SIDE OF THE ROAD"

Here's Tony at his genial best! Also Gina Vanna, Emery Darcy, Ulder and Market Market

JOHNSON'S WAX

(See listing for time and stations)

1- Compact I days II standers we be word were a NGC WI/ network at 10 ft p. m.

ROBLET TOLLY of the control Press to that the American Liper, Associate to Willed the Dictors Did at the Dictors Did at the Dictors Did at the Dictors American Dictors From the Chew Miles and the American American

Tuesday, Oct. 16

HAPPY DAYS—and but of the one-hour successfugge, by Country over the WARC startk soll move its premiere to a country of the country

(Co. rel or Page 27)

Moise reducing Antenna

assures clear foreign reception

RCA engineers have perfected a new all-wave double doublet antonna system that gives greater signal pick up and reduces man-made noise to a minimum Parts are scientifically matched to give higher eliciency. Also improves standar i broadcast reception Lasy to install No bulky transposition blocks "Unquestionably super or to anything we've tried so far , said Martin Gos h, Rad o Columnist of New York Post S ndicate Newspapers Kit of essertial parts, List Price \$6 Have your dealer or service engineer make a CIRII-THED INSTITUTION



How YOU Can Get into BROADCASTING



First Grabons 8 bool of Broadcasting 2000 lith St. N.W. Dept 4K32 Washington D.O. Wr. of one gut of sent the true free looklet low to half tributes in the disting and frequently are of your love study to use.

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Hear Election WEAF WGY WEEL

7:00 A.M. ABS-MC (1 p. S. 1) WMIA

7.30 A M.
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NBC The Server Trie WIZ WBZ WHAM ABS—Total 5 is cogan and planns WMIA WIGO

WMIA WIGO

8'30 A.M.

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11.15 A.M. BS B TO LOS WIELD WAS WEEL WITH WHE WEEL WEEL WITH WEEL WOLF WIZ WELL WAS A STANDARD WEEL WAS A STANDARD WHILL WE WAS A STANDARD WHILL WE WAS A STANDARD WHILL WE WAS A STANDARD WHILL WAS A STANDARD WAS A STANDARD

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WORD WESS WEEN WEEN WORT WEBL.

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De Care WIBC WSIC

ARS Assetgres in Melody WMCA WHAM-I'm G erson, organist

Afternoon

12 00 Noon

NBC Marine M Vite accord WEAF

WITH WESH

CRESTOR of Free Cast WABC

WAAC WERE WEAN WEBS WGR

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NHC Fits a S Ha , sings WJZ

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13:45 P.M. 85 M of Govers Ensemble: Water W. O

1.00 P.M.

KBC-V. K. C. J. W. Ler. WFAF

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2.30 P.M.
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4.00 PM.

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4:45 P.M. NBC A co B yer a Jack WJZ WHAN WBZ

NBC Appercures on Missery Island. WEAF WISH WEEL WILL WG1-South Reports

5:00 P.M. Og Ser of Fire WABC WAAB

5 15 P.M.

Nix Stratt Shooters

Who Wol will WESH NBC-T-

WHAT WE, WOT WHE WEST NBC Jackie Helber, tenor: WJZ CBS—Skippy shore: WARC WORD WDE WAYD WHEC WEAN WEBL WHEC WOR WHAT ALLY LIFES of Danad Ayer

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MAIN WALL Durant Prigram

WG1 DT ALC PROFAM

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NBC O; n A ge WJZ WBZ

WHAN ONYR

CB-4, then Dave and Bunny

SCETT WAFF WAAB WDRC WOKO

BEAN WEBL

Night

6-00 P.M.

CBS-Box 1 cr s to 6 WABC WALL WIBL

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6 15 P.M.

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West Jan Albert sketch

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* CBS-DELAWARE LACKAWANNA Shanen Wille WAAR WHAT HOSO WAYN WHEN

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6 45 P.M.

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WHI A SH WIN WITH

* NBC—Lower Thomas news: WJZ
WB/ WH/W W-YJZ
ABS To WJA C C W WINO
ABS—Sale to a WW

7 00 P.M.

* CBS - Mort & Marge sketch it \BC
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7.30 P.M. * NSC-The Oxic Dandes with Al Berry WITE BUT WISH WAR CBS-Prik Son Time WAR WITE HOLD WAR BUT WAR

* NBC-BEECH NUT PRESENTS Ken a b Buse Ve e THE WHAT THE ASTR

ABS- rees Jo, coal O WMCA

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ABS—Sugenrush Harmonizers WMCA

8 45 P.M. 8 45 P.M.

** NBC-Schonner Seth Parker: BJZ

** NBC - Schonner Set

9:00 P M

WBZ Beb time & Presents WMCA

WTRU

9 30 P.M. * NBC—House Party Donald Novis,

** NBC—House Party Donald Novis,

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** CBS—EX LAX PRESENTS THE

* WOR-HORLICK'S MALTED MILK Presents cum and Abor, a city skori

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WGY Carles But nger's Orchestra

11:45 P.M.

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12:30 A.M.

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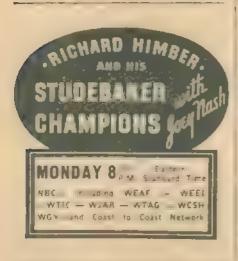
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1 00 A.M. CB5—GC & Narcos Orch . WABC





Tune in on **BLOCK & SULLY GERTRUDE NIESEN** LUD GLUSKIN

and His Compensal Orchestra

MONDAYS 9:30 P. M. ES COLL MBIA NELWORK

EX-LAX - THE CHOCOLATED LAXATIVE



Lighten Your Hair Without Peroxide to ANY shade you desire SAFELY in 5 to 15 min

SAFELY IN 5 to 15 min

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You'll enjoy | Contests on the Air

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Come Shown is Eastern Standard)

1:30 p.m., No. W. M. M. network. I for the Mark Space Policy Process

of other internal of the Countries of the Control of

5.45 p. m., No. 4.17 network Albert Prises Lethine Dog Driens Prizes is the meton pall to called a crass together with complete dog sits. There additional log kits. Nature most interesting or appealing dog sit prints. Cores weeds on India. Clewing progress. Spolsor, Spratt's Patent Und

10.15 a.m., Self W/z network Madenes S. . West the network Madenes S. . West the network of cases Ports I requires marks of cases

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FRIDAY

THROUGH THE WEEK

10.30 a.m., We also to find a solution of the second solution of the second solutions of the second solutions of the second solutions of the second solution of

11 a. m., Wednesday and Friday (FS W \BC, network Cocking Cosc ps Same centest and conditions as lister to Icday's Coldina.

7:15 p. m., Mo Ja to Friday nell sive Nic-Wi M. network also at 1 s. p. m. c. NBC, spat ortwork Gene are Gleng Priess. 100 G. ette blee is decach pagaint for best. But Streak Dr. ma. writer by Isterics a form of distributed commercial. Species, G. ette Spiets Kirar Co

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ON INDEPENDENT STATIONS

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HUSK O'HARF intends to patent his newest invention, a portable radio set built into a gulf bag. Maybe Husk wants to listen to himself and band while he's out playing golf,

Ir.) WITMS at by the tote one return a per let pans at Chenge's Pariner frouse next flursday

go this be have a less

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GUY LOMBARDO and the Royal Canadians have resumed NBC sustaining broadcasts from the Waldorf Astoria Hotel New York City Duration of Lombardo's present contract is not announced yet ANSON WEEKS has moved into the Statler Hotel, Boston

e ver h e broater trad

(Continued on Page 28)

Back on the Air Again!

V. E. MEADOWS BEAUTY FORUM

On the American **Broadcasting System**

WMCA-New York

WHDH-Boston

WPRO-Providence WIP-Philadelphia

MON. - WED. - FRI.

- 3 50 -

10:45 to 11 A.M.

Station WNEW

New York

MON. - TUES. - WED. THURS. - FRI. 12:30 to 1 P.M.





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7 00 A.M AB - M = 5 84 to 5 80 A WBZ - SI = x 1 50 K

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7 45 A M.

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9.45 A.M.

NBC: Alle Present the Wife Saver:
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NHC Warme Passe WIAF WCSH WEST CONTRACTOR MINE MANY MANY

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ABT PART COMMENTARY EXAMINATION

With Shapping Bag WHAN-bro Triby B er

10:45 A.M.
NBC News, Radio Kitchen; WJZ
NBC-Moreing Parade: WGY WTIC
WHAM Squite Haskin, Organist

Star * Indicates High Spot Selections

THE HEAD AM.

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Afternoon

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12 45 P.M.

ABS-Vishs Guiner's Fosendle:
WMA WERD
WHAM Robus C. b. Staker
1 00 P.M.

NBC Marke and Worther WEAF
(BS General Hall Colored WABC
WDP WHO WALB WHIC WGR
NBC Rex Backes E sende WCSH
WE

With Brilley Royald hallads WHAM Forms Car Speaker

NBC Rex Battle's Ememble' WEAF
WFEI
ABN S S School of Devis WMCA

WG1 - Ada Robinson soprano

1:30 P M.

ABC-V r and Side WJ7 WBZ

CBS-Fether Velas Ensemble WABC

WDPC WORD WAAC WKBW

WHEC WFBL WGI WFEA

ABC-Master Most Haar WEAF

WTIC WCSH WGA

ABS Fiddle Prim's Orci - WMCA

WPRO

WHAM S ool of the Air

1:45 P.M.

NBC-Bealsh Critt, song portraits:

WIZ WHAN

CB-1 ther Lebel F. Sealts: WABC

WOR WORC WEFA WIBZ WEAV

AB-1 and Process Off WPRO

2:00 P.M.

NBC Crossins from Log of Days W12 WBZ WHAM CBS-From Boss WABC WAA8 WBRC WOKO WHEC WGR WICC WGLC WIEA WEBZ WLAN WIFL WORC

A Section Exercises Wish V. N. Core Found Level Wish School V. M. M. J. Neb West J. J. K.

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3-15 P.M SBI To Wise May WIM WORK WHO ABS-Most Waves, male two WMCA

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A:30 P.M.

NGC 1'd v. Cars Orch; WJZ

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CBS DER MOSS e's Orchestra.

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NGC 16 - C Son D. F. S. WLAF

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4:45 P.M.

NBC—Adventures on Mastery Island:

UFAF WITC WIFL

WGY—Stock Reports

WHAM—Storp Cab

5:00 P.M.
CBS Above the Volca WABC WORD
WIRE WAB WEAN WORE WEBL
WHILD WGIC WIBZ WICE WGR
NBC George Ste 12 Och : WEAF
WILL WEFL WCY
NBC YOU HELD WAZ WHAM

S:15 P.M.
CBS—Sk and Shorth WABC WORD
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WEAN WIBZ
NRC Tyrke Heller to or WJZ
WGY—Tree Schoon als
WHAY -t rig Wizzin

NBC Seezing Lady: WIZ WBZ

WHAM

NICE Reserve to targles WEAF

CBS—Jack Armstrong: WABC WOKO

WDR! WAB WHEC BEAN WOR

ABS—Sady Radio Patry WMCA

ABS—Bob Falo S Orchestra WPRO

WGA—Uncle Wiggley

5 45 PM.

At the state of th SECTION SECTIO

Night

6:60 P.M.

MBC lot y Jan . s Or restra WAB WORK WHO WEB.

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6:45 P M

WBV WIAM WATE WARD WARD WARD WATER W ABS TO WILL WAR A WERD

7 00 P.M

BS W. LENGTH COOK WARD W BO WITH WAY, WOR WHAN WEB, And American A by sketch, WJZ WBZ WHAM AND THE WIAF WHO WORLD BY SEER, Bob Harry's Other WMAN WMAN WPRO WGY-Mae and Blokestee

7:15 P.M.

7:15 P.M.
ABC his per Tour WIZ WHAM.
ABC Gene and Gene WEAF WGS
WCSH WEET WRYA WHO
CBS list Par B., WABC WAIC
WGR B-Carleron Crits, Grests WMCA MPPO

7:30 P.M.

ABC—You a 4 You Government
WEAF WIR WOA WESH
CB—Whit pering lack Smith's Or
c estra WABC WORC WOKO
NAC WI'AN WORC WIBL WOR
** NBC—HOUSEHOLD FINANCE Corp Presents Music Memories
W.J. WBZ WHAM WSTR
ABS—Heat Waves in sle trip WMCA
WPRO

7:45 P.M. CBS-Brake Carton WABC WYAC NBC Frank Ruck's Advertures:
WEAT WOLL WG! WGA
ASS A Closs Gill news: WMC4
WFRO

B:00 P.M. NBC Cris Clas WJZ WBZ WAR

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* CBS-"Lavender and Old Lace":

WABC WOLD WARC WORD WER

WEBT WELV

BBC-Leo Re re s Ordostra; Plu

Dev hintone WEAF WEEL WOSH

WGA WITC

ARE Three Little Function WMCA

ABY Three Little Funders WMCA WHAM-Behind the Headlines

ABS 1 A STAFF CONSIDERAL WINNESS CONTRACTOR

8 70 P M.

MBC - Wayne Kings Orchestra:

8 45 P.M

AND IN THE STREET WATER

9.00 PM. * CB5 -- Bing Crossby and the Boswell
With MITC WALC

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WHAN MAD HAVE MEETS CO ROUND

** WOR-BORLICKS MALTED MILK

FOR I I WEST TO SEE

10-00 P.M.

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WI M 11,00 P.M. WAAR WARE WORL WARE

WHEC NBC), C. co.; Orchesta WZZ
WHAN
ABI-WANE ROSS 's Orchesta;
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ABS Voc. of Recess WMCA

11:15 P.M.

(BS Herr Safor Drengter WABC

(BOA) ANNO WIBZ WORC WOLC

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ABS D . M . T 12 A M WMCA

WITH

WO. M . A Preserom

11:30 P.M. NBC-D is a Brother' Oct Bob Crish WJ WHAN WBZ (BS-Hone Bross Oct WABC WORD WDRC WARC WFBI WIBZ WORD WEAN WFEA WICC WHICE WKBW

NBC-Cal II ff = Onle tra WFAF

WITC WEEL WCSH

NGY () was B almeer's Orchestra

12.00 Mid.

NBC Harry hige Orch WIAF

NGY WHII

NBC Gus Ar bem's Orchestra WJZ

WBZ WHAM

(By Herboks) Orch WAIC WICC

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NRC FILL OLD WEST WEET NRC Flore Orch WEEF WEEF
WAR CBS—Faith Light's Orchestra WABC
WARC WORD WEEK
WEEF WEEK
WEEF OF SHOOS ORCH WJZ
WBZ WHEM

1:00 A.M. CBS-Bidly We come s Orch WABC

he time is nearing when a certain

Few programs in recent months have demonstrated the clearly commercial benefits of the radio as has Schumann-Heink's. 'And I love it,' she says, 'to think that in my last years I can bring

think that in my last years I can bring joy and happiness to so many...

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FD BIN

In a new musical setting, but with in a new musical setting, but with his highly individual style of comedy, the "Fire Chief" is him-self again under the auspices of his former sponsor. His program can be heard each Tuesday night at 9-30 (EST) over the NBC-WEAF network

Music in the Air

By Carleton Smith

effort a near descers pare to enter the enter that the enter the enter that the enter the enter that the enter

"I must tell you I like my American pupils. They have such open minds, and an enthusiasm, an energy, which I cannot find in Europe. Their 'will to do,' is spontaneous and they accept guidance readily. You know, all is not done by the teacher. We can analyze and encourage, but we cannot make the pupil do."

N. Y. Philharmonic

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Theme Songs That "Click"

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Smith ha tried to do over the ar

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An innovation in commentators will be DE WOLF HOPPER, a stage and operetta favorite for more than 50 years, who will discuss each of the se-

lections, the wind the second transmit to work to week No. No. No. 1 1 No. No. 102 American bardene is the so-st at the first broadcast the Sunday Attenden

Program Details

Boynet | I dor Ph pp . . . Emma



7:30 Eastern Standard Teme WJZ WBZ WBZA WBAL WSYR WMAI.

HOUSEHOLD FINANCE CORPORATION CHICAGO • Offices in 112 leading cities



Perfect Voice Expression



Beauty and power of perfect voice expression will be yours if you develop and strengthen your vocal organ by the silent, scientific exercises of the Perfect Voice Method.

100% Improvement Guaranteed

Our method is not an experiment but an exact science. It is a science explained in a clear, simple manner that will enable you to make use of all the vocal power nature has given you. These easy exercises will solve your voice problem whether it is a defect in speech - your speaking voice — or lack of progress in your vocal studies Perfect Voice Method is the foundation work. Taught by mail.

Voice Book Explaining Perfect Voice Method

SENT ON REQUEST-Learn the true possibilities of your voice Find out about this guaranteed voice course. Ent to tuition refunded if you are not satisfied. You, and you only are to be the judge

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4.45 PM.

NBC Advertures on M story Island
WEST WISC REFE WORL

CBy Swinces Wise dance music

BY NAME OF THE STATE BUSINESS WELV WIND WING WING WORD WING WING WING WGY - Stock Reports

WG1-Stock Reports

5:00 P.M.

CBS-1 I am are Printing Og Som af free With WDRC WAAB WGR

NBC-1 fames Gring WJ7 WHAM

NBC-Core which's Orchestra WEAF

WEFI WHC WCSH

NG1-I am Sovers

5-15 P.M.

NBC-James Helter are WJZ

(BS-SK > Kerl WABC WOKO

WAB WORD WC WI AN WHEC

WFBI

NBC-To Man Strage Shooters

WAF WC WEST WEEL

5-30 P.M.

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Night

6.00 PM.

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**NRC V + IV + Con table WIZ

**WIAM + BZ

NRC M * - Ix + WEAF

**CAS B BA BOOKER & SACK JUST

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WIAM * WIBZ

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WPRO West Alexand Jarus Allen

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W.J. W.J. WHAM W.Y.R.

8-PR. Kenst Jartone WABC

WEBL, WOR WELL WORK WOKO

WDRC

WHO West Copy Cosemble WPRO West Wrongsam

7:45 PM

* NBC—Dangerous Paradise sketch.

WIX WINN WBZ WAIR

(B)—Bound Carret, news WABC

WAIC MARR

NB fr. . . B has Adventures.

WAIR NB Fr. . . B has Adventures. HE T THEY TENS HMC4

NPRO

R.(40 P.M.

* NHC-Mar. Picklard & Stock Co

White was well in SH Mary

* NBC-Crime Clues with WBZ NATE TO GOT NABC

WHAM Ale un t Josey Asien

8 45 P.M. ABSOL MALANA

10.00 P.M

10.00 PM

MIC (Box, Non-trial Work of Orchester Way WRAM WBZ WSER

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WHO HAVE LOMBARDOS OF Chestra
WING HIS WELL WATER WAY
AND HIS WELL HAVE WAY
AND HE WAS A WELL WATER
W NBC - Madame Sylvia Waz WBZ

WEST OF THE WAR 10 30 P.M.

RBC Jack Denny's Orch Marry

10 30 P.M.

12 A WARRY Orch Marry

13 A WARRY WARR

14 Marry

15 Marry

16 Marry

17 Marry

18 Marry

18

WHIM

H A of Rone WMCA

WPRO

11:15 P.M.

HS Frak Davi Orchostra:

II: IS P.M.

HS Frank Day to Orchosten:
WATO WASCASTEA WIRZ WERE
WILLN WHEE
NBC to over Roce tent WIAF
WORD WILL
NPC For Car are Creasten WJZ
WHAM
BS-Dayers MAN

ABS-Darrey fill 2 A M. WMCA. WPLO

Way -Da . Ochours

11.30 P.M.

11:30 P.M.
CBS—Ozza Sela Ozel, WABC
WEBZ WEAV WICE WEEV WHEC
NBC George From Ealle WIT
NBC SIN Common Each WEAF
WELL WITC WESH WAY
WHAM In modell objects
12:45 P.M.
CBS—Ozze Sela Mich.

12 00 Mid. CBS- faces hand on WARC WAR WORD WELL WITCH WILL WELL WITCH WELL WITCH WERN WO CO.

WHAM WAY

MEAF

William But care Orrigate

CB; G as B worth at WARC WARC WORL WELV WELV WERT WECK

WHIT ABOUT Orchester WIZ

RC 1 D co Orchestra 1:00 A.M. CBS Gere Karlos Occ. WABC

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Many are the newspapers irked because organized baseball sold out mik-ing privileges to the Ford dealers for commercial airing over NBC and CBS. But our chief Series irk is that Hal Totten, NBC s best ballcaster, was not elected for that chain by Commissioner

Plums and-

HOUSE BY THE SIDE OF HE ROAD COPE SOME CONTROL OF STREET AS THE STREET A ming of old has the sent in site and untred in dispersions with the sent in the line sent in the sent

TALKIE PLITTE ITHE (Sept 3) over NISE over ded ent et aveng arm i but most to a 'morre Tree tor tak Ox-ford Lagar I nate all the accust or is Hollywood reals that may"

BIG BINDRING DRAMA Sept 30 over NBC, is another name to "The Stephysis Bigs" remember them? so you know they were good Note that the pair are now engaged in the side, and also that in or 4 to 1 mark also that also that in or 4 to 1 mark also that a also that the residence is collecting I know the presidence in the policies of the price of the

CHICAGO KNIGHTS (Sept. 30 over CBS) brought plumful orchestrations and, glory be, the sweet, soulful voice of Harriet Cruise whose dulcet tones

Plums and Prunes

By Evans Plummer



RAY HEDGE This, now, is none other than Clar-ence Tillingtuffer, who, in real life, is far from the miney character which he portrays in the "Myrt and Marge" sketches every night except Saturday and Sunday at 7 (EST) via CBS-WABC

rate no less applause than Dragon-ette's, Albam's or Kate Smith's to this pillar's cars.

PONTIAC PROGRAM PRIMITER.
Sept Hove No. 120 cm 1 gr l's
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with a columnia and the liter of the M. Vell, the man who have the NBC

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1 - FRI AN ALDEM OF LAMILIAR " NIC 1 Sept 1 were Not remained of the fresh from the relation of the fresh sum of the fre

MYRT AND MARGE (Oct. 1 over CBS) surprised with a premiere full of more action and back-stage stuff than the whole 1933-34 series of this script which now enters its fourth year, Welcome back Myrt, Marge, Billy, Clarence—and Jack Arnold!

Outside the Studios

Outside the Studios

EVEN AS YOU and I they are outside the studios. MUNITUAL SON not know, gisheld as absorbed toking in interest an every had no printerest as sweet gill Michigan was warryou are birds. A weet gill Michigan militaryou we birds Munitual Mirge, anding thom a seek and to attend the shows. The goal to attend the shows in a point and free toking to it finds the first and the real first and the real first and the real first given for the first Michigan star for the first form the first fo

Studios

to science at his included while while while Little in the receiving line at the Chicago, keeps busy captivating every negative in the control of the contro with her ace personality.

MADING NELL TOTAL THE MORE STORES TO THE STO



Alviene SCHOOL Theatre

and RADIO BROADCASTING Graduates Lac-Irsty Later to his Africat Cha Mirret, Zen Jissan More to Afril etc. Drama Disce, Special Commission of Special Research Later Commission of the Commissio

WANTED

ORIGINAL POEMS • SONGS For Immediate Consideration

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J E SMITT Personal Dogs 4876
National Radio Institute Washington, D C

Note to Radio
Les and h Courses But I one op his Dubit 1

Address

Peeps into the Local

Plats' CHEVEOLET CONTROL Pence.

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LEROY MALLER IN A TWEE from a La a-Mexico vacato, after having be religied poinsered free attons as the religied poinsered free to Mississipply a New Tennounces engage of the Mississipply a New Tennounces engage of the first and his architectures to the first and the religied for the reli

Radio again playing a dominant part in the Philly Fall election campaign, with all leading candidates rushing to the microphones. As last season, WIP is snaring nine tenths of these political

THE VIN / HEKERSON WELL LOOK of the locality by Day News beg is new server die sport g be ever W(3), to be a red from 6 15 to p m . 1. Ne-

By Murray Arnold

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HAROLD DAVIS WDAs program d. ton the Locater L., I Lest week, where he had been an appearant place.

JOHN I MOAKLEY WAY WAB as some or a graduated to the Yankee action by product and statum Boston repairing I kill of I AGE will. More than the level of the control to the control of the c

"THE VOICE OF ROMANCE," now heard weekly over the American Broad-casting System is none other than "THE MEISTERSINGER," erstwhile-ly heard over WIP and WCAL in Quakertown.

Say a ta' a new potentia, of me

Prostone dense CPS to sk from Prostone Will to Minist at 3 to process process in king-ing with a company of the city

Or the Control of the

RADIO GUIDE Presents HENRY PATRICK

IN

"SONGS of ROMANCE"

ROGER MOOREHOUSE

WIP

Every Week-day-12:45 p.m. Sunday-8:00 p.m.

AR 1 1 6 45 A.M. WEAF WEEL

7,00 A.VI

Alls Maring State WW &

NBC > 15 (BS - Department) WARCA

7:45 A.M.

NBC - I - k b | J - s - kyrst WEAF NBC - i - t - B - J - NJZ W b - 401 M - S - B WHAM- - Fo - S - S

8.30 A M.
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NRC Less White organist WIZ
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ARS L. P. M. Le SECTO

NBC—B ear i t C ub / W) / Cb / W i / W Aft to syllad WMCA

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9 15 A.M

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10:00 A.M.

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| 10:15 A.M. | NBC | C | C | C | C | E | C | WEAF WEEL | WCA | WCCA | WCC

10:30 A.M. BC F In 's Children, drama; WJZ

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CBS SCORE A A.M.

CBS SCORE A A COLOR WIDE WORD

WIDE WAYN CATAN WEBL WEBZ

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WHAM

NBC SAS, Rado Krobs WIZ NBC-Markets Palace, WGY WC5H

Star * Indicates High Spot Selections

NRC H. (1.10) A.M. STAW 11M.

11.15 A.M. NBC -F CS LEE BY ON WEAR

AB , Wa prosper WIZ

AB/ATAN

AB Water Parish WMA

NB U NOVE WIZ WEZ

WHAT HELD TO SELECTION OF THE STATE OF THE S

11:45 A.M.

ABS Proce Corner, Art Egan,
10.1 (100R)
World Cores

Afternoon

12 15 P V

Why Neve F Com

NRC NEW MARKET NESH

& CBS-ACME WHITE LEAD AND ACCOUNT BOTH TO BE WAS A STATE OF THE BEAUTY OF THE BEAUTY

12 45 P.M.

BS—Al Karons on Sorthester WABC
Wike Wilst, WLBZ WABW
WFF A code
BS—Wishel General Exercise
WMC VWER)

1.00 P.M. NBC Warnet a d Weaters WTAF NBC I is Browseco & E sent b WGY WCSH

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ABC to Burses Essenble:
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1:30 P.M. NBC V C V C AVE NBZ NB T C F V C WEVE NC V AV C AVI I

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2 00 P W NBC-S . . . H store of a 1 WEAF WITH WIEL CBS-AD LOST COSC, T WABC WAR WAR WES WITH WEAV WERE WIDEN WAS WITH WHEE

AB>- The Right and is MMCA WGY-Paul Curits, tenor

WGY-Ross deas

2:30 P.M.

NBC Hore Sweet Home WJZ
NBC STORE II WHING
CBS FROM II NABO WORD
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NBC FOR A STORE WEER
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AB Proposition Concertos, WMCA wPhO
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2:45 P.M.

NBC () V1 2 WEAT WEST W2X NBC-F () 8 0. 1 () WZ WHAM

3.00 P M.

AB Marry and E.M. Wash Wash wash a Marry and Parade MABC MAR WEAT MARRA NB/ BS n North Wall

3:15 P.M

NBC D (100 WEXE NBC 1 (100 WEXE NBC 1

Sept.

3 13 P.M. The Control (NBC)

1 15 P.M.

Delta Programme WJZ WBZ

4:30 P.M.

NBC—Paler Cocks Orch: WJZ

WHAM NBZ

CBS Dot Mesers of restrict WABC

WORD WAR ADROWLAN WICK

WEBL WIN/ WEEA WHE, WORC

WARL, ABC In. y Heres, tenor: WEAF WALL WIR WGY-John Sheehan, tenor

4-45 PM.

NBC VO. B. s Orth WIZ

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WHAT WILL WILL WILC

5:15 P.M.

NEC -J - H. L. Jenor WJZ

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5:30 P.M.

NBC -Toles - Council WEAF WTIC

W SH
CBS—Jack Armstrong WARE WOKO

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NBC—Stary Ladv: WJZ WBZ

WHAM

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6.00 P.M.

NBC-A. O COPTS OF MIAF CB-B Roges skets WAAB WORD WELL WILL WEEK ABC West of District WING MELT ABOVE ABOVE

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6, 30 P.M C. 1 · As A F. WY C. AS A S. A. WEST CO. AS A

6 45 P W.

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7 00 PM.

No A MIZ As the transference of the world with the control of the control o ABS Pr. B. rs cor. B.h. Har-t. (=) = a. MMCA WPRO Wr. S. Fle. . C. Rallers

7:15 P.M.

NBC Go on Melidy WAZ WHAM WALR WBZ CB-- Inst. Phys. B. WABC WAAC WGR NBC-tion a 1 Gloom sketch WEAF WGA WGM WFFI ABS-5 ver Vacet Lovers: WMCA ABS-11 nets Gypsy Orch, WPRO

7:30 P.M.

NBC-I o Day o Dillos with Al-Bern o WEAF WORL WGY Wast CBS WI I had I k Smith's Orches to WAW WIND WAY WERK INTIL OR WEAV WORL ABS-F R S ager WMCA

THE FAME AND THE STATE OF THE S

8 00 PM.

* CBS—Easy Ares sketch: WABC
WOR. AT WEBL WAR
NBC—ONLY
* NBC—Vallee's Varety Hours
WEAL WELL WOSLS WAY WITC
ABS—II ce Love For the WMCA

8:15 P.M.
PS FOR WILLS R ON CLASSING WITH WORK WELV WEBL WLBZ WICC

ARS-F e Sur Fe al WMCA MPRO

8 30 P.M.

CB-TrF thm, Pthm, Pthm
C dd WABC WARO WAAC
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ABC Me'r Reserve WAZ
WAAN

ABS VIII M STORE WARD

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NBC-- Captain Henry's Show Boat'
N NBC - Captain Henry's Show Boat'

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ABS Paragrams, orch: WMCA

9.30 P.M.

* CBS—Fred Warings Orchestrat

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**WIN W BY W. III

**NBC W BY W. III

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* WOR HORLICK'S MALTED MILK

10 00 P.W.

* NBC -Pa W. temars 0 chestra:

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* C85 Fe? Five Mortes in Holly

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NBC 10.40 P.M.
NBC 10. WIN WAAM
ABNON 10. 10. 5 cc Mar

10.43 P.M.

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VEAN + FB - 3, BZ WILLA W.L., V.d.

na les Boula et s Orchestra

11:30 P.M. NBC-Debras Brithes Ob WEAF
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CBS are Haynes Ob WABC
WORK WAY WEAN LBZ WICC
WITE A RECONSEN
AB --bo - Copens torch WJZ
WHAN WBZ

11:45 P.M. CBS 1 × His fee O ches to WABC WILL AND WELV WIEL WAS WELV WIEL WAS

12:00 Mid.

NRC-Correct Os 5 Orc. W3Z

WAY WITH

CBS-C 5 Mars Ode WABC

WAY WORD ACAN WEBL WICE WEAR MBC 1 r r M Ir ... era's Orch WEAF WILL We Y

17:30 A.M.

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CBS F - Dibits Old. WABC

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Dara D basica WPW WGY BELL

CB5-Bad S Welcome's Orch WABC

(Centinued from Page 11)

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Amateur Pursuer

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JANE ACE

Going back to days when toodman Ace wood and won her, Jane, in their current series, deptes soulfully, the way of a maid with a man particularly when the man has none too much of that essential virtue, patience, The 'Easy Aces' are heard Wednesdays, Thursdays and Fridays at 8 p.m. (EST) over the CBS-WABC net Thursdays and Fridays at 8 p m. (EST) over the CBS-WABC net

The Blonde Tigress

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An Auburn Tigress



WALLER OKELEE Notre Dame alumus who The Notre Dame alumus who made the world trapeze conscious is now heard as one of the stars on that revived cigaret program which originates in New York and is heard Tuesdays at 10 p. m (EST) and Thursdays at 9 p.m. on the (BS-WABC network

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Ex-Fighter Squeals

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ONLY \$1.00 POSTPAID NOTHING ELSE TO BUY

RUSH COUPON . FREE OFFER Rain Control And From S.Y.

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An Auburn Tig

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In Next Week's Issue of RADIO GUIDE:

The Mystery of "The Haunted House"

Attraction of a traction of the state of the

Let Eddie East Teach

You How to Write Radio Programs For Profit... Easy to Make Up to \$500.00 a Week

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Cash payments will be agranged to Art to 1 so. s 1 The Orchestra World Send us any of vert it is that words or new to be found suitable for radio entertainment. RADIO MUSIC GUILD, 16-0 Broadway, New York

ARC He in Evertee WE IF WELL WELL

ABS-Mer ng Se to WMCA

7:30 A.M NBC Your H. A. W.17 CBS— rean Results WABC ABS— loss and Circo H. ar

7.45 A.M.

NBC Prince and Law less WEAF

NBC July Hile and Law WJZ

WG1—011 Mar Surshing

WHAM—lick Fix, 20023

NBC Octob Real sale WEAF WTIC Wish Chs The State WeSH
(BS The Sig Remore WABC

NBC-Maring District WAZ WBZ

ABS Barris B are WMCA

WGY Musical Clock

WHAW-Remore Themphis

8:15 A.M.
ABC -1 s P To read Wate WJZ
WBZ WHAM

les Pedal Points, organ & piano. WMC 1 WPRO

NBC Clerio Alth Way Wells WEEL WIIC WEEL WITE

CBS-Ro wood Scutt purest: WABC

NBC-10 White, organist: WJZ

WHAN

Te Pik Me tps WMCA

8:45 A.M.

IN-1 B WARL WIBE

ABS Hall of St. Nac to W 11 11 11

WPRO

9:00 A.M.

ABO HO ... Born MFAF

(B. ... () ... WARC

WORD WIDE WAY WEAV WEEC

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WIEL WEAV

9.15 A.M.

NBC Don Hall From WEAF WEEL ABS—Vaught De Less soiles WMCA
WHAN Jook v 8, ool

9:30 A.M.

RBC To Mor. (not WEAF

WCSH WITH WEEL WOY

A Linearrap WMCA ABS FIRE A LUMBERS NEED ABS PER ME LAS WPRO

9 45 A.M.

WBC-The Upstate Quarter WFAF WEST WITE WEST OF WARE WORD WAN WORL WORL WORL WORL WORL WORL WORL ABS - Benne Dolon, prinologue: ABS Berne Dolan, pro WMCA WPRO WHAM-Mary Feeman, talk

10:00 A.M.

NBC No Breez at de Rose, sons Wild Wolf WELL WASH
CBN-NN DO RE M. Tho WABC
WORL WITH WORL WABL
NBC I Chine Cheef Ses Correll
Sel WIZ WBZ WSTP
ABN-Dar Dades WMC WPRO

CBS—Bit soft Green WARC WORD WAR WARB WEAN WIRE WORD NBC Hare Arts to Grado WJZ NBC Hare Arts to Grado WJZ

BC Clara 10 's' Em WEAF WEFI West West WIIC 3 Year, Tyrk Strings WMCA

10:30 A.M. CBS—Mar in Carles, part to WOKO With MABL WILL WKBW NBC 1-11, Charge WIZ WBZ

RST 1 11. S. CHARLE WIZ WBZ NSTR SI AL. AC AT YOU WABCHDRC HAAB WELL BL CAPTEL, Pre WEAF WTIC WORLD

WCSI ABS (13 o fader, Harriorettes: WMCA WPRO WG) Market Bisket WHAW Wes Trenty Buyer

10 45 A.M.

NBC-Book (roker WEAF WEEL

NCSH W.Y

BS-Isc | = 1 = 1 SE ADRC

WY ROLL WHE ADROVED

WABA

Star * Indicates High Spot Selections

NBC-Niwe; Radio Kitchen WoZ WAAM

ABS V.E MEADOWS PRESENTS

Beau' F ... WM A MPRO

11:00 A.M.

BS-(= g (less ,s WABC WORD WARD WORD WELL WELL WORD)

WAR I A SECOND WIZ AB -P o '2 A2' ST S WICH West Morning Paren ABI

BS I S ALV BY WABC WAY WORK WINN WIBL WEBZ WHEL WORK WEBN BS-Martine Parasis WM A

ABS-Dady Course WMCA WPRO

11:45 A.M.

CBs The Caders WARC WNAC WKBW WOKO
ABs Asset res in Melody WMCA WPRO

Afternoon

12:00 Noon AN AF WEST WEET (B) V co I Experience WABC WAR WAR WELL WEBL VICE Folia at Half WIZ Alto B of France O WMCA WHO I See From

12:15 P.M.

12:15 P.M.

NBC I, THE BOY & So affect WEAF
WHILM III
(BY BOY) BOY! II SO SO WABC
WAS WORD WERE WILL
WORD WEBZ WOR
NBC COTTON SOLIS, tenor WJZ
WAY JULY B I OF SAL Ladvingers
WHAM NOW, from Fernan

NBC-Frem & Hee Hour WJZ

NBC WHAM

(B-A) WHAM

(B-A) Who whow WBL

WLBC WALL WHE WORC

NO WORL WOLLD WENT WICH

WCH

ABS-Burner ABS—Reica Hw WMCA WPRO

12:45 P.M.

ABS-Wishel Gorner's Ensemble:
WMCA WPRO

1:00 P.M.

NBC Worker as Weather WEAF (By Groupe Haus Orchestra WABC WORD WORD WAAB WHEC

WCSH WTIC WGY-Bradley Kincard, ballady

1:15 P.M. (B - Geor - Hal - Occlestra WABC WGR

NB Posses Do for sketch WEAF MEEL WIL WOY WO'SH ABS References and Schwarter BS References and WMCA WPfor

I:30 P.M.

(BS-41: 1e.e.s Orch WABC WORO WORE WEAN WEBL WGLC WIBZ WHEA WHEE WAAC WDRE WKBW

NBC VI a Sade WJZ WBZ

NBC - LORENS WEAF WTIC WCSH

WEEL

WERO
WITH Vagabo de Welfare. WMCA
WITH States of the Air

WHAM - Words and Marie NBC)

2:15 P.M.

2 30 P.M.

BY W. COME WARD WIFE HORD WARD WERE WELL WOLL WEEL WHILL WORL BU I Said I & WEAP WITE WEEL WEST

WITH WESH
ABC - Hate Swee Loro MJZ
ABC - See NOT WHAM
ABC - Reals of Route coppsy orche a WMCA WPRO
WGY Array of Parade

2.45 P.M. NUC -Gas Van. orgs WEAF WHIC WOSH WGY BC Aden Edwars, bass batatone.

3:00 P.M.
CB - The F br Stowner WABC WORD WATC WHEC NB Ma Perk, WEAF WO WITC WEST WEST WAS Band WJZ WBZ WHAM WAL MURO et Butler, talk.

3:15 P.M. 3:15 P.M.

(B - \mathred 1 L. c.) WABC WEBZ

WYN WORD WHIL

ABC the Big Van WEAT WEEL

WIR WOY WESH

AB - 1. B. L., WHEA WPRO

3:30 P.M.
CBS The GER BE WIBC WEBZ
WIKO WILL WHILE
ABO WOM, LESTE REVIEW WEAF
WISH WILL WIGH
ABS Sports Sept. Deh WMCA
ABS LERRY WEAF.

4:00 P.M.

CBS-R: ton Brothox WABC
WLBZ WORD WHEC
ABT Betty at Bub MJZ WBZ
WHAM WEST WCSH WSAR
NBC Marter M sig Hour WEAF
WILL WCSH

NBC Part and Nierman, punists.
WIZ WBZ
WG1-Book News
WHAM-News

4:30 P.M. 5 Acory Ba

CBS U S Acros Barel WABC WABZ WORD WHEC NBC Garteld Sout, barrione: WJZ WAA Soloist WHAM—Bay Scout Proz am

4:45 P.M.
NBC-General Federation of Women's
Class WJZ WHAM
WG1-Stock Reports

5:00 P.M. CBS 'Oz, Son A Fre sketch, WABC WDRC WABB WGR NBC-Nele Revell, interviews WEAF WHO WISH WAS GRE WJZ WGA-Force School a is WILM Elward C Max organist

5.15 P.M. 5.4sch WABC WOKO BS—Skippov sketch WABC WOKO WALD WERE WELL HOR WEBL WHEC

ABC Ja kie Holler, tenor; WJZ

BC Ton Mics Straight Shooters WEAF WIR WOSH WGY WEE

SBC Name Laov 5:30 P.M. MJZ WHAM

WBZ CBS-Jack 1 Strong WABC WOKO WORD WAAB WEAN WHEE WGR W. AF WESH WEEL WITE W. AF WESH WEEL WITE UBS-B b Faller & Orch WPRO ABS-Salas Retir Party WMCA bC) D and

WHAM WIR WIZ WBZ

6:00 P.M.

NBC Trens of Tombers WEAF WAR WING WORD WARD
WAR WING WORD WARD
WAR WING WHE WORD
WEST WHE WORD
WAR FOREST OTHERS WIZ
ABS BOSS CAR WMCA WIRD
WHAN SPECIES

6:15 P.M.

NBI - Mysteries Lind WIM ABS - Charley Eckes Orca WPRO Whit-Jam Alea sketch

6 30 P.M.

NBC - News March McAle, songs THAT WELL WALL WALL WORLD

st - Yens, Durothy Page to altra Ads Lin, 1 R and p. Combay Tom:

What I we have Order a WPRO WITH I was Brest to

6.45 P.M.

(BS B · O' rear Wase WDRI WK3W WILL WAAB \Bi -B.' Br. Br. SK b WEAF WILL WAS WSH WG

WHO I I SO YEARS WIZE WHICH ABOVE IN A SECOND WHICH ABOVE IN A SECOND SE

7:00 P.M.

NBC Amos 'n Andy WAZ WBZ WLAM NBC Broadcas from Japas WFAF (B M it in Marge WABC WOKO WDRC WFAY WFBL WCR WAZ AB - 6 or 1 Grant on 1 B b
Haring's Orelecte, WMC 1 WPRO
WG1 June Lander Streambers

7:15 P.M.

T:15 P.M.

NRC — Milderd Bulley, songs, WJZ NBZ
WHAM WSYR
ABI — tione and Gloop WEAF WCSH
WGY WFFI WHO
CBS — Ja. + Plai Bill: WABC WDRC
WNAC WGR
Alts One M. Minstrel Show:
WMCA WIRO

7:30 P.ML

-trene Bordom; Orchestra N Paul Reast barrione WABC

* NBC-BEECH - NUT

AB-- From a Millions WMCA
AB-- From a G pay Ease
WPRO
WG1-Chea 5 1985

7:45 P.M.

BC -Danzero - Parabse WJZ WHAW WBZ WSYR WJZ WHAW WBZ WSYR

ABC Frank Books Adventures,
WIAF WGY WCSH
(BS-Booke Patter News, WABC
WNIC WGZ WDRC
ABS-A Cond to news commenta-

* NBC -Concert, Jessica Dragonette, sommune Orchestra - WEAF WITC WGY WIFT WCSH * NBC-Frene Rich. WJZ WBZ WHIM WSTR - Concert - WARD

WDRC WGR WEBL
WDRC WGR WEBL
ABS-Three Live Functors WMCA

NEC Gare Has early WIZ WEZ WOOD WD WEAV WGR WOOD WD WEAV WGR WHAN Americas of Johnsoy Alen

8.30 P M.

SB I be to I to at I ke,
I to do be to Al land
I to WZ WIAM WBZ 1583 R

* CBS—Court of Human Relations: WIBS WOLD WATE WORE WOR

Who,
AB~ M. A. Maskateers WPRO
AB~ a. s. Hat., a.s. WMCA
WG1 F. F.

8 45 P.M.

AB To ad A Ali

ABC Water F. Frank Mr. V. I.
char Sign. Orch. Mr. F. WEEL
WISH WAX
(BS. Ma. a. o. 1. c. WARC WORD
WAY, WARR OLLY BYBL WEBW
** NBC—Phil Hart's Orchestra, Leab
R. W. SBY WHAM 18 VR.

Ads Frag.

ABS A FOR WHICH WHILE

* WOR—HORLICK 5 MALTED MILK

Peseus Lun at Abrer 9.45 P.ML AB-Bo & Bars WW Corno

10.15 P.M.
AB—I is R. C.s Odoca,
WMCA APRO

10:30 P M. * CBS—Kate Smith's Swanee Mus C WAR! WARE WHO WORE WILC WELL WEEL WER WILL WELA WOLL WHE WGA NB. CI Jessey Bear WJZ WHAM

WHAM

BE Gote the ters WEM WITC

WELL WE IL WOY

10:45 P.M. Sleepy Han's Orches . WMCA

11:00 P.M.

WEAP WILL WATE WATE WEAP WILL WORK WATE WATE WORK WATE WORK WATE WORK WHICH

WORC WAAB WGLC WILC WABW VBC Crathe Davis' Orchestra WJZ ABS—Voice of Romarce WMCA WPRO

Will chires Boulanger's Orchestra WHAM News Sax S. his Orchestra

11:15 P.M.

NBC Specificant A Trust WEAF
WILL WOLL WEEL
(By-Oz in Vesor's Cr. 22 WABC
WORL WALL WEAR WILL WEEA Dancing Til. 2 A M. WMCA

11:30 P.M. CBS-Late Lock Lattes Orchestra: Work O. W. BW NBC-John Coborns Orch: WJZ WHAM WBZ

WE SE WEST WITC WE'S WEST WITCHESTER.

11:45 P.M.

CBS Frok Dolos Corb WABC

WKBW WNAC WORE WOKO

WIBZ WERE WICE WOLE WEEA

WHEE WORE

12.00 Mid.

12:00 Mid.

NBT FIT D. . Ore estra WEAF
WILL WGY
CB-Jeque R nord's Orch WABC
WEAV WFRL MICE WGIC WAAC
WORD WKBY WIBC WI (wGLC
WFEA WHE WORC
ABC Rath before britishe Felix'
Orchesta MIZ WBZ WHAM

NBC-Ho seed to the Air WEAF
WEFE WOL
CBS Leon Bol o's Occ WABC
WORO AND WEBL WOL
MEDL WOLL WORL
NBC Are SO Baser'S O WIZ
WITH WBZ

1:00 A.M. CBS-Game No dos Orce NABC

Behind the Music

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Ils s test test Rel or sott see

could write the wirds to be songs not better than to.

Arther Season has harged publishers that no incle about him than he will be a duriles to allow the fact that he considers Dan to be of more help to him than ans muse is half wird.

"All Dret he states "is far above the average view writer in my hamble opining allows musicals at all and the creator of me will pattern as were as whal



LORD BLAVERBROOK

address by Frg.ish leaders in many par-

address by Frg ish leaders in meny parsents

In a lar tay's speaker (October 19) will he SIR & RMAN ANGELL famed editor and a thor. On October 26, LORD BLAYERBROOK, the infl. nt all newspaper publisher will present his views.

Others to follow will include in order not vet decaded. J. B. S. HALDANE professor of genetics at the University of London, All DES HILLY nodernst author. WINSTON CHERCHLE, former Chingeler of the London, All SIAMP menter of the links of Common Steril Press see, and Scretar, at State for his 2 Miles. These men represent plans placed to the the common content of the professor of war, however, and desire to pushed at Yunang in any Enday.

tuning in any Iriday.

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Long List of Hits

Long List of Hits

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New Song Format

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WE BLY OLD COINS & STAMPS

K is what out oil relative are millioned for the took set of nompley spin receive of coins or staines.
STACK'S

Dept. E., 690 6th Ave, New York

RADIO GUIDE Program

LEE LAWRENCE WITH

DOROTHY ALLINSON Pianist

WLIT

Monday-and-Friday 5:15 p.m.

In Next Week's Issue:

Myrt and Marge Their Trouping Days, on Stage and Radio

Unidreds of heart-stirring happenings wertake the trouper who tours the country in the "three-a-day," as Mort did. Thousands of trying and laughable and pathetic and triumphant events mark the careers of the troupers in radio, as are Myrt and Marge. Read their hitherto unpublished "behind the scenes" true-life experiences, sturting next week.

Ray Perkins Stands by for Laughs

RADIO GUIDE'S columnist is one of the pioneer comics of the air. He is back in radio (NBC. Mondays at 7 p. m. EST) and with his return to the air he brings to his column new gags, fresh conveily, more sparkling comment on the radio scene.

All in an Issue Packed with Feature Stories of the Stars

Schwartz realizes that he has tolen upon Schwattz realizes that he has talen i pon har har a great task in compliang the schwatz realized hor it is call show so a week for a year. And he believes that has ground problem will be to make the melican accurate part of the story. Was the has accepted a probability the keller talk sellar any American compos-er.

His hard is are tend is reading and symphotic control life as more particularly tend of a might be accessed by the accessed at the control of the pure of the accessed as a control of the control of the

Here, reds of the Without the control of the contro

without misse. As he never has faced in anything ae senously set out to accept plish the chances are that he will achieve his purpose

"The Gibson Family," with Arthur Schwartz' music, may be heard every Saturday evening at 9:30 p. m. over an NBC-WEAF network, in a program sponsored by the Procter and Gamble Com-







6:45 A.M.

NBC Beach Francis WEIF WGY WEEL

7:00 A.M.

ABS Morning Soute BMCA

CBS Organ Reveille WABC NBC-Ynch, Heraoka, Aylophonist: W17

AB - Trast and Confee Hour: WMCA

7:45 A.M.

NBC Toll, B.L. and Jane WJZ NBC -Prock and Lawburst: WEAF WGY ald Man Sunda e WHAM Jack Fox songs

8:00 A.M.

NBC 11 ma Phase and WEAF WESH NBC QN reas Decotions WJZ WBZ

WB/
CBS—I e Song Repo er I
ABS—Ba acie Bi WMCA
W(1 M scal ())ck
WRASI Acid Theoghts

8:15 A.M.

MBC-12 r Two and White WJZ WBZ WHAM ABS Peld Pea st WMCA WPRO WCSH __Morning Drvotons

CB--alo Orchi a WABC ABC-Casero WELLE WGY WCSH WELL WID: WHAM ABS Warre, organist. WIZ The Pik Me Ulst WMCA

8:45 A.M.

CBS from Boxs WABC WFBL
ABS Horn rattes, girls' tr.o. WMCA
W2RO WBZ-Shopping News

9:00 A.M.

MBC Remain & Burta WEAF WGY CB -- Cee Tp WABC WDRC WAAC WOKO WGR WEAN WFBL WIBZ WHC WGIC WELL WHEC

ABC -Breakfast (ab WIZ WBZ ABS--Typ o' the Morning: WMCA WPRO

WHAM-Tower Clock Program

9:15 A.M.

NBC Breakfast (16th WHAM NBC -Don Hal Time WEAF WCSH WGY WFEI ABS-One Man Bard Frank Novak: WMCA WPRO

9:30 A.M.

NBC Banjoleers WEAF WEEL WGY WTIC WCSH WTIC WCSH
ABS Lou Janoff, tenor WMCA
WPRO WHEC Cheer Up (CBS)

9:45 A.M.

NBC Warths and Halt WEAF WGY
CBS—Eton Boys Quartet WABC
WORC WNAC WOKO WEAN WFBL
WLBZ WICC WGLC WFEA WGR
ABS—Low Janoff, tenor. WMCA

19:00 A.M.

NBC-Vews; Annette McCullouch,
songs WEAF WGY WEEI WCSII

CBS News, Mellow Moments WABC
WAAB WEAN WHEC WKBW
WFBL WLBZ WICC WGLC WFEA

WORC
NBC Edward MacHugh WJZ
ABS-Family Law 'Frances Ballard
WMCA WPRO
WHAM-Tou Gresson, organist

NBC-Singing Strings, WJZ WHAM

WEST Carlton & Crie WABC WAAB
WEAN WEBL WLBZ WGLC WEEA
WHEC WORC WKBW

WHITE WORE WKBW

NBC-Morning Parade; WLAF WCSH
WTIC WEEL WGY

ABS-News; Lyne Strings, WMCA
WPRO

Star * Indicates High Spot Selections

10:30 A.M.

CBS—Lets Pretend WARC WNAC WDRC WORO WFBL, WHEC WLBZ WHEC WKBW NBC Morning Parade WEAF WTIC ABS—Upcle Nicks Kindergarten WMCA WPRO

10:45 A.M.

NBC-N ws, Originaltes, Jack Owens, tenor WI/ NBC-M ring Parads WfFI WHAM-Hank Keese's Riono Gang

11:00 A.M.

H:00 A.M.

CBS Peta Woler , Orth WABC WOR' WAAC WEAN WIFA WORC

WE C WABH WEEL WORC

ABC Glass of State WGY

NBC -A rea Schieller pramist: WEAF

WILL MEEL WORL

NBC = The Lorevino cers WJZ WBZ

WHAY

11.15 A.M.

NBC-Took Wo's pubsipler WJZ WHAM WBZ NBC Tie Vass Fir by WEAF WGY WHO WHAT ABS WAY OF PALLS WMCA

11.30 A.M.

NB — Weldy Myers Will WRYM
NB — Down lovers line WEW
WILL WESH WITC
CBS — Carrona H. H. WARC WORK
WICK WALK WITC WEST WEST
WG. C. W.LA. WHILE WORK
WKEW ABS Rac Vadez s cr. WPd 2 WG1-Canders Thester

11:45 A.M.

CBS—Cacit M a nrs WABC WAW WORC WORD WHIC WABW ABS- Stake & Res WMCA WPRO

Afternoon

12:00 Noon

CBS—Connie tates, songs. WABC
WDRC WNAC WOKO WEAN
WFBL WLBZ WGLC WFFA WHEC
WORC WAR

NBL -Arochair Quartet, WEAF WGY WUSH WEEL WCSH WEET NBC—Felds and Hall WJZ ABS—Bab Fanon's Orch...

WPRO WHAM—4 H Club Program

12:15 P.M.
NBC—Honeyboy and Sassafras: WEAF
WEEL WITC

WFEI WTIC
CBS—Along the Volga: WABC WAAB
WOKO WLBZ WDRC WGR WGLC
WFEA WHEC WORC
NBC Genia Forariova, soprano: WJZ
WGY—Martha and Hal
WHAM—News, Latin Forum

12,30 P.M.

12.30 P.M.
CBS -Atram Chasan, pano pointers:
WABC WORO WEBL WEBZ WICC
WGLC WFEA WHEC WORC WKBW
NBC --Marty Mad aps WEAF WHO
NBC--Natl Grange Program: WJZ
WHAM WBZ
ABS--Here's How WMCA WPRO
WGY tarm Program

12:45 P.M. ABS-Three Blue Chips: WMCA

1:00 P.M.

1:00 P.M.

Brunesco's Finsemble;

WEAF WCSH WEEI

CBS—George Hall's Orchestra WABC
WONO WDRC WAAB WFBL, WGR
WIBZ WK'C WGLC WFEA WHEC
WORC

NBC Natio of Gronge Prgm: WTIC
WGY—Stock Reports

I:15 P.M. WGY -Jan Brunesco's Orch. (NBC) 1:30 PML

VBC—Dack Edgers Orchestra WEAF
WELL WOS!

SBC Vac & Nation WAY WB7 WHAM
CBS—Esther Vlss' Ensemble WABC
WORO WORC WNAC WEAN WEBL
WIBY WALC WHEC WORC WKBW
ABS—Charley Ekels Orch WMCA WGY-1 is Vagal only

CBS Footh Till to St Marks
College WARC WORD WORD CBS FOREA

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2.00 P.M.

NBC -B'x But les l'acoutle WEAF WID MG MUSH WEEL ABS Jack Fil at Spring WMC S

NBC - Sen Flows Quarte WIZ WBZ WHAM ABS Reference References WMCA WPRO

2:30 P.M.

NRC D Frit & Orth WJZ WBZ NBC Green Bothers' Orchestra WEST WISH WILL WEST WGS ABS Prime & Organ Circettos WMA WPRO

NBC Rato Playbill drama WeAF WCSH WGY WHO WEEL ABS Date Occasi C WMCA WPRO

NBC-Ween, F. d. Review WEAF WG) WCSI WTIC WEEL NBC Siturday Songsters, WJZ WBZ WHAM

AB—Sports, Schools, Bob Haring's Orchestra WMCA AB—Iclay CWinters WPRO

4:00 P.M.

NBC-Imn Carles' Orchestra: WJZ WHAM WBZ

4:15 P.M.

NBC—High and Low, WJZ WBZ

WHAM

WG1—The Vagabonds

NBC-Palmer Clark's Orchestra: WJZ WHAM WBZ NBC-Our Barn: WEAF WEEI WGY WTIC WCSII

5:00 P.M.

S:00 P.M.

NBC—George Sterney's Orchestra:
WEAF WTIC WCY WCSH WEEI
CBS—Little Jack Little's Orchestra
WABC WAAB WOKO WDRC WICC
WEAN WIBL WLBZ WGLC WFEA
WKBW WHEC WORC
NBC—Stanleigh Malotte, songs: WJZ
WHAM WBZ

5:15 P.M.
CBS-On the Air Tonight: WABC
CBS-Little Jack Little's Orchestra:
WABC
NBC-Jackie Heller, tener: WJZ
WBZ WHAM

5:30 P.M. NBC—Our American Schools WEAF
WGY WCSH WEEL WTIC
CBS—Jack Armstrong WABC WOKO
WDRC WAAB WEAN WHEC WGR
NBC—Platt & Nierman WJZ WHAM
ABS—Sally's Railio Party WMCA
ABS—Bob Falion's Orch WPRO

S:45 P.M.

CBS—Robusson Crusne, Jr.: WABC
WOKO WAAB WLBZ WKBW WFBL
WGLC WHEC
NBC—Ranch Boys: WJZ WSYR

6:00 P.M.

CB> I referre Walha , W. e political raik WOKO WAAB WHEC WGEC WKBW WORC * NBC One Man's Family; WEAF WCSB WEB

Ballis A Corstock, talk

W 18.

NRC A cate Fording Into Occust a
W IV WBZ

ABS A Text Book at Soning Proceedible
WWA A SPECO
WOOD WITH SONISHING
WITH WITH SONISHING

6:15 P.M.

CB-M OF RECEIVE ORCH
WIBE WIND WIND WIDE WORE
WEBY WILL WOLL WHEE WORE
ARE CERTAL FACES ORCH WMCA
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WO M SEEL PROGRAM
WHAN COLUMNS

6:30 P.M.

6:30 P.M.

NBC NOW PEY LA COPIES, 30 28

NBM WITH WITH

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6:45 P.M.

NBC F hall Resulte Thorrton
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NBC Follow And Copil All Works,
WIZ

WIZ (BS-3 in Proving WABC WAAB WORC WREN WEAN ABS Tory Woken in, spores WMCA WPRO

7:00 P.M.

(BS-) I WALL Sket es WABC WORD WER WARC WFBL WLB/ WICC WGLC WFEA W DRC WAAB NBC-Reagan in the News, WEAF WILC

WIIC

NBC 1 hn Horrick bartone WJZ

AB5 Save A Lite WMCA WPRO

WGY Antoreste Halstead, contrasto

WIAM SHank and Herb

7:15 P.M.

* NBC—D'Orsey Brathers' Orchestra;
Bob Crosby, vocahat WJZ
NBC—Jamborce WEAF WCSH WTIC
ABS—Arthur Warren's Orch.: WMCA WPRO

7:30 P.M.

CBS-Whispering Jack Smith's Orches-tra: WABC WOKO WNAC WDRC WEAN WGR WFBL WORC WCSH-Soloist (NBC)

7:45 P.M.

★ NBC—Floyd Gabbons, headline hun-ter: WFAF WGY WIIC WCSH WEEI WEEI
NBC--Pickens Sisters WJZ WHAM
CBS--The Lawyer and the Public.
WABC WGR WNAC WOKO WDRC
WFEA WGLC WICC WEAN WFBL
WLBZ WHEC WORC
ABS--Luncheon Musicale: WMCA

8:00 P.M.

* NBC-Sigmund Romberg; Wm. Lvon Phelps, WEAF WELS WITC WCSH WGY

CBS-Roxy and H's Gang WABC
WORO WORC WNAC WEAN WFBL WORC WGR BC-A.t II. America: WJZ WMAI WBZ

ABS—Three Little Funsters: WMCA ABS—Archie Bleyer's Orch.: WPRO WHAM Musical Program

8:15 P.M.

NBC-Grace Hayes, songs: WJZ WBZ WBZ
ABS—ACentral Union Mission:
WMCA

NBC-Course Olse & Shutter WJZ WHAM

8:30 P.M.

9:00 P M.

ABC -5 gs las Lave, Shasts, Orc WEST WILL WGE WIIC

WCSH Grete Stueckgod; Orchestra-WABC WASH WASC WASC WDRC WELL AFBL WEEL WHEC

WORC

★ NBC—RCA RADIOTRON PREState Rum Cay Part, Featuring
Frank Black of Part, Featuring
Ken oh Car, Same Wal WBZ
WHAM WSYR
Aby Aret, up Review WM A
WPRO

9-30 P.M. CBS-STUDEBAKERCHAMPIONS; Richia H = 4 OF = 4, Seey Not a Work Which Wike With BETN WEST WIEZ W.CC WGIC AFEL AORC ANDW * NBC-ALKA SELTZER PRESENTS

R NBC—A.KA SELTZER PRESENTS

B P Dar () le Liz. S; re Rd s,
Linha Primer Liner Hot shots,
Linha B He, Mape (to ha r. wJZ

WHAM WBZ WSYR

A NBC—The Gibson Family, WEAF

WILL MITTER TO METER

WILL MITTER TO METER

A NBC—The Gibson Family, WEAF

10:30 P.M.

NBC Dan Valone tenor WJZ
VCSII WBZ

NBC Mercard & Orcrestra WIAL
WGL WFIC WEFI

IBS SULLA VO WARE WORD
WARE WORD WFAN WEBI W.CC
WARE WORD
WORD

WMCA WPRO WHIM News, Musica, Program

10:45 PM.
NBC-Hal Remp's Orchestra WJZ
WHAM WBZ

11:00 P.M.

NBC-Willard Robison's Orch: WJZ WHAM NBC Gay Landardo's Orch WEAF WTIC WEEL WCSH WGY CBS Gleb Gray's Orchestra WAAB WDRC WKBW WORC

Voice of Ramance

WMCA

11:15 P.M.

ABS—Daire Orchestra TH 2 a m.:
WMCA WPRO

11:30 P.M.

CBS—Benjamin Frinklin sketch WARF WEAN WEBL WICC WIBZ WHFC WORC WOKO WKBW WGLC WNAC

WHECK WARC NBC Freddie Marta's Orch WJZ WHAM WBZ * NBC—Paul Whiteman's Party: WEAF WFEJ WGY WIIC WOJI

NBC Foric Malliguela's Orch. WJZ

-Art Kassell's Orch - WEAF WEET

CBS—Ozzie Nelson's Orth WABC

WNAC WOKO WEAN WEBL WICC

WGLC WKBW

WHAM Jin Campbell's Orchestra WEEI

12:15 A.M. ★ NBC—Carefree Carnival WEAF WEEL WGY

CBS—Parchos Orchestra WABC
WORO WNAC WRBW
NBC End Coleman's Orch., WJZ
WHAM WBZ

1:00 A.M. CBS-Spud Murphy's Orch.: WABC

SCHEDULE OF EVENTS

(Time Shown Is Eastern Standard)

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Sportcasts of the Week

Football Broadcasts

FRIDAY, OCIOBER 12

SAILEDAY OCTOBER 13 WGN N'r 02 / C x3 10 m WABC-P 1 h, 1 - Se rer C + 12p -

SUNDAY OCTOBER 14

VABC Form 5 M 2 T WORN , Comb 2 1 p m WIP-Bulger is Penn 2 o m Min-M can State v Manhatis 230

V.P.J.F. North Calo na State vs. Fic. da uni versity 1, 45 p. n.

SUNDAY, OCTOBER 21 WGN-Cinconnat vs Chilago Bea's 3 p m

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(above per orders)

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GRADY COLF showed some real trouper spirit in continuing with his bread ist of a wrestling match over Whi net to long are after tothing less than a best man pender samed Vactured had soded upon his tang Although suffering extreme pain from the meals troken member, toke brought the remainder of the card to While Interests. Whi leteners

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he's collaborating with BIAD ROUNDSON of Lawers to the next, or e in a ring the play in post of the colors to make forthal games.

Sport Shorts

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STUDERAKEN CHAMPIONS

Saturday 9, 16 Standard Time CBS - Included WABC - WOND WCAD - WAAB - WORD - WCAU -WEAN - WFBL - WISY and Coast to Coast Network

RICHARD HIMBER

New Programs and Changes

(C+ d - P, 82 15)

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IAN PILLE I BITTEN ICHT DEN NICHT STEIN IN IN DE STAFFE EN THE STAFFE EN now pres " at the CBS-W VEC note

Wednesday, Oct. 17

DICK NEW TON, The Song Reporter will be tearl on a lew soledure ever the CBS WARC edwork to week appearing days from \$10.8.10 & 10.8.10

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HONORABIL GLORGE N PELK special for an interaction to Preside a Roosealt and the state of Loregn Inter-al bread of transition the Hetal Lasking Ci-cape at 1130 p. m. over an NBC-WIZ

Thursday, Oct. 18

IDA BAHTA ALELNA, stag program of the report of the bear.
General December 1988 - 1988

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AND BRACARDI IS per resources
test toe CRS WABC retrieve wall 8 15 p

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Friday, Oct. 19

KAY TRANCIS start a stir of the soren will be the guest far of HOLLY-WOOD 100 L. I program over the CBS-WABC network, it is stip in

Saturday, Oct. 20

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at CARPINE ND. MIPNING COULD by Favor Dilling at the control of the country of th

CHANGE IN TIME **ALKA-SELTZER** NATIONAL BARN DANCE

EVERY SATURDAY NIGHT

Tune In

WJZ-WBZ

9:30 to 10:30 P. M. E.S.T.

N. B. C. COAST to COAST

On Short Waves

(Shown In Eastern Standard Time)

(Shown in Eastern Standard Time)

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for the control of Popular to the popular

Bandstand and Baton

(Continued from page 17)

terent cities while en route. Shortly be treks for Hollywood and another Para-mount film.

GLEN GRAY's Essex Howe invision par excellence again with his Cisa Loma hand CBS does pokup honors. Other Columbia offerings from Manhattan include

Short Wave Timetable

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Me Sta- ters Megs fon	Location	Schedule (Eastern Standard Time)
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There Is Only ONE

RADIO GUIDE

The yearly subscription price is \$2.00 (\$3.00 yearly in Canada; \$4.00 yearly in foreign countries)

RADIO GUIDE 731 Plymouth Court Chicago, Illinois

Gentlemen:

Enclosed please find \$_ _____ for which send RADIO GUIDE to me for (six months) (one year) ADDRESS_ TOWN_ __ STATE_

BUIDDY WITCOME in the Riseland Bulliam and HARRY SALTER to in the Park Central Hotel.

GEORGE OLSEV may day at the College Inn of Cin 1700 s Hotel Sterman as long as to likes I mis was the sentiment expressed by ERNEST BY-FIELD, director And it is the same sentiment field by patrons of the Inn, sudging from the enthusiastic croud which sammed the opening party last week REDY VALIEE, ALICE FAYL, the RITZ BROTHERS, LITTLE

JACKIE HEITER, STILLY RAND ARTHUR TRACT FRANK BL & PAT KENNIDE AMOS Nº ANDE, were on-ly a tew of the name of the tres who wel-comed Of en and wife ELLIL SHUTTA to their first Circigo most habitant

DOROTHY I AMOU'R ex-Mas America, sticks to her laurels and colleg ans. "Doly-face" was remain with Herbie Kay on a barnstorming tour of indivestern states, contrary to previously published reports. Meanwhile her network commercial from New York is stid in the offing.

Bishop of Chinatown

(Continued from Page 5)

be successful-and knew no better way to start than by robbing Ginsberg's store. That is important, in view of what hap-

First, they were caught that night, and Tom was sent to Sing Sing for two years. Second, he was such a recalcitrant prison-er that they had to forward him to Dannemora, one of the Siberias of America.
Nothing sissified about Tom Noonan!
Third, he came otu of jail a stripling yet!
respected by the toughest crooks in the
world. He had offers of employment—
riplinal of course that would have ladcriminal of course—that would have led him quickly to a position of respect, ad-miration and affluence—however precari--in the best criminal circles.

It was a bitter night in the Bowery when Tom Noonan came back from jail, but not one whit bitterer than the heart of this lad who hated cops and kings and clergymen—especially clergymen. He called them a very nasty, unprintable word

word.

Rain-laden, a fierce squall of wind whipped up from the East River. Tom stepped into a doorway. He was heading for a hangout where a warm welcome awaited him. Then the young crook noticed that his sheltering doorway was the entrance to some kind of mission. With a sneer he stepped inside; why shouldn't he use the warmth and shelter these smug saps offered? saps offered?

A woman was speaking. Slowly, Tom's

A woman was speaking. Slowly, Tom's contempt gave place to puzzlement—wonder—and finally, to a realization that this woman was talking as he never had heard anyone talk before.

She spoke to those poor bums as if they were her equals. What's more, she really felt that they were! Oh, it was impossible to fool young Tom about that! He had heard "reformers" often, and bitterly did he and his kind hate those who love to flatter their own feeling of self-importance. flatter their own feeling of self-importance by contemplating the misery of the poor. ("Their wicked 'charity'," says the Tom Noonan of today, "is just plain showing

This woman wasn't like that. She wasn't like the professional holymen whose bland faces said, as plainly as words: "By a lifetime of prayer and penance, you may some day become almost as holy as I, providing you show me sufficient deference in the meantime."

In the meantime."

No-this woman seemed to say: "Of course you and I are equal. Of course you have just as much right as I have, to all the good things of heaven and earth. Trouble with you is, you're going the wrong way about getting your share!"

A new and better way to "get your share!" A way that didn't lead to cruel jails—but to association with human beings like this clean, magnetic woman! Is it any wonder that this gospel of a new heaven and a new earth went straight to the soul of an intelligent, sensitive but life starved boy?

That was Tom Noonan's first meeting with Maude Ballington Booth, head of the Volunteers of America. But for the squall

Volunteers of America. But for the squall of rain which drove him to shelter in her doorway, he might have gone to his date criminal hangout-and eventually

Hours to Come

Little Jack Little in music and patter supported by his orchestra will launch the three-a-week series sponsored by the Pinex Company over the Columbia-WABC network October 21, broadcasting from 1:30 to 1:45 p. m. Sunday, Wednesday, and Eriday day and Friday.

Columbia famed SCHOOL OF THE AIR will open its 1934-35 fave-a-week series Monday, October 22 . . . KATE SMITH and her Music will become a part of the Friday evening Columbia-WABC schedule again, from 10:30 to 11 p. m., effective immediately, when it switches its Thursday night spot.

to the gallows! "And how can I feel any better than the most miserable man who comes to me," Tom Noonan asks today, "when, but for that bit of rain and wind, might be nothing but a handful of dried

ones in quicklime?"
He studied with the Volunteers-studied to learn to help people. And he has been doing it ever since. Does he preach to them? Yes, to those who want it—only. But when a starving man stumbles over the threshold of the humble "Cathedral," nobody asks him about his ancestry, color, race, morals—whether his own wilful vice

case, the derelict must have the money.

"And to a shivering man without a cent, a 35 cent overcoat might just as well cost \$35." Tom Noonan points out.

Now, the organized charities justify these charges on the grounds that if a man pays even a small sum for what he gets, his self-respect thereby is saved. "As if," counters Tom Noonan scornfully, "a poor fellow who is reduced to a 35 cent overcoat has any self-respect left! He's thinking of cold, not pride!"

Furthermore, Tom soon discovered in those early days of helping people that the charities which sold these goods and services to paupers, got them for nothing. "And I decided," says Tom, "that if it was degrading for a poor fellow to accept a meal or a coat for nothing, it must be even more degrading for the charitable organizations to accept that same meal or coat for nothing in the first place!"

So Tom began to collect old clothes from the same sources at which the charities obtained them. But Tom gave them away, He did the same with meals, and to the very limits of his accommodation he let derelicts sleep free in his "Cathedral." "For I thought." Tom tells, "that humans would have even more reverence for a God whose house sheltered them from cold and rain."

You would think that everyone would

You would think that everyone would approve this work. Instead, it aroused a tremendous storm of protest. For years Tom Noonan has been assailed bitterly by certain organized charitable interests. They didn't think of the wretched people he helped. They thought only of the fact that he was "short-circuiting" their payas-you-go "welfare" depots!

They called upon the fire department to

race, morals—whether his own wilful vice brought him low—or even whether he is drunk or sober. He is fed—and no impertinent questions are asked. "It's a poor host," says Tom Noonan, "who doesn't know how to treat his guests politely." Politely! Gaunt ghosts of prying old-maid charity workers—who ever heard of treating bums politely! It has hardly been done these 2.000 years!

But Tom's politeness is not his only departure from orthodox methods of charity-dispensing. And that introduces the theme of his enemies. In Chinatown there are many charitable organizations where a down-and-outer can buy an overcoat for 35 cents—a bite to eat for 10 cents—or a flop for a few pennies. But in each case, the derelict must have the money. "And to a shivering man without a cent, a 35 cent overcoat might just as well cost

from cold and rain."
You would think that everyone would

\$1.00 Starts You in Business Ties, Handkerchiefs and Muffler Sets



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Each piece matched and made from the sensational Acetate Wrinkle-Proof Cloth.

Great News for All!

Last year our men cold thou-sands of sets. This year more than ever will be sold. No conspetition! A bundsome profit in each set. Send your order today and get started on the best Fall season you ever had.

SILK-LINED TIES

\$16.50 Gross-\$1.60 Sample Doz.

Newest material, attractive Fall patterns. The fastest selling Tio from Coast to Coast. Send for Free Illustrated Catalog.

Our MEN Are the BIGGEST MONEY MAKERS. 25% Cash, Rainnee C. O. B. Money Refunded

BOULEVARD CRAVATS. 22 W. 21st St., Dept. RG-1027, New York

close his "Cathedral" as a firetrap.
They tried to get the Board of Health to condemn it.

They went to the police, and accused Tom of everything from major crimes to the violation of petty civic ordinances. They accused him of misappropriating

But the tough he-man who had sneered at the tortures of Sing Sing and Dannemora was more than a match for his persecutors. Time after time he beat them. When they accused him of stealing the funds entrusted to him, he dared them to send in auditors. "I don't know anything about bookkeeping," he said, "but I know where my money goes." He did. The charge fell pitfully flat. And Tom still gives what others sell.

where my money goes, the did. The charge fell pitifully flat. And Tom still gives what others sell.

Partly, this is due to this astonishing man's ability to win the admiration and warm friendship of men and women of all kinds—including the most influential. Men and women who rallied grimly to his side in every fight helped give his enemies one terrific lacing after another. Among these friends was Arthur Lee, managing director of the McAlpine Hotel who, finding himself possessed of radio station WMCA, put Noonan on the air.

Even greater credit should be given Donald Flamm who became interested in Noonan's radio gospel while director of Station WMCA and who, after he had become its owner, kept the Bowery apostle on the air for nearly seven years, at his personal expense, when necessary.

personal expense, when necessary.

But neither influential friends nor de-But neither influential friends nor de-feated enemies have changed by one iota the humility and the simplicity of the Bishop of Chinatown. Day in, year out, he goes ahead "getting his" from life by helping others to get theirs—and, inci-dentally, providing inspiration and price-less good fun for millions of radio listeners.

Tom Noonan's services may be heard over the ABS-WMCA chain any Sunday afternoon at 3 p. m. EST.

MEN WANTING JOBS

On new constructive work in United States, So. America, other countries, write, enclos-

AMERICAN & FOREIGN BUREAU Dept. 1831, Hunter Bldg., Chicago





an easy way to make money every week !

WOULD you like to deliver Radio Guide to homes right in your own neigh-borhood every week and make steady weekly cash come?

You can do this by devoting just a few hours' time each week. In addition you can week. In addition you can earn marvelous merchandise prizes free! Baseball goods. bicycles, fishing tackle, golf equipment, Boy Scout accessories—all the things a boy likes, are included in our FREE PRIZE CATALOG for Radio Guide Boy Salesmen. Send the coupon below today for full particulars and catalog It costs nothing.

This coupon can be pasted on a postcard and mailed for one cent

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can earn io Guide. FREE 1 how 1 ca your me l Radio Guide 731 Plymouth Court, Chicago, III. Please send me y CATALOG and tell money every week

RADIO GUIDE is paying



CAN YOU WRITE A LAST LINE FOR THIS?



A girl by the name of Irene. Was chosen as Radio's queen. She's a Beasley, b'gosh, And from here to Oshkosh,

Write your last line here

NAME ...

STREET ADDRESS___

Winners of Jingle No. 10

Phil Baker can clown and can cross And can play any musical tuns.

But he's right at his best.

When Beetle, the pest.

1st Prize \$25 Mrs. J. W. Donovan, "Adds spice to 'ham' acting-the loon."

2nd Prize \$15 C. W. Newburn, "And Bottle' don't 'uncork' too soon."

3rd Prize \$10 Berthilda Herder. San Francisco, Callf. "Tries sham pain to make Bottle swoon."

\$5.00 Prizes:

S. E. Willard Portland, Ore, Bernard Macy
Oklahoma City, OklaA. G. Drayne
Huntington, W. Va.
Rowena White
Fort Smith, Ark.
Mrs. E. Schultz
Elgin, Ill.

Lloyd Ira Miller Allentown, Fa. David Neary Torrington, Cenn. D. L. Sleeper Houlton, Mo. Mary S. Cole Ann Arber, Mich.

Although the word "money" doesn't rhyme with the world "Jingle," here is where money and Jingle so together. To make some easy mency, simply write a last line to the Jingle in the compon and send it to "Jingles," Radio Guide, 731 Plymouth Court, Chicago, \$100.09 in real cash will be paid for the best last lines submitted. It's fun and it doesn't oost you a cent to try.

THE RULES:

1. Radio Guide Invites you to write a last line for this unfinished Jingle. This is the last Jingle of this series. Write snything you wish. The last line must rhyme with the first two lines.

2. Badio Guide will pay \$100.00 in cash prizes for the best last lines submitted for this Fingle. (See Prize List Below.)

S. You may send in as many answers as you wish. Try to be clever. Originality will count. Neatness will count.

4. Mail your answers to "Jingles," Radio Gulde, 731 Plymouth Court, Chicago. Answers for this week's Jingle must be in by 10 A.M., Friday, October 19th. Winners will be amounced in Radio Guide as soon thereafter as possible.

5. This offer is open to everyone except em-playes of Radio Guide and their families. Answers will be judged by a committee ap-pointed by Radio Guide. The committee's judgment will be final. In case of ties, dup-licate awards will be given.

6. The use of the coupon in Radio Guide is suggested but not required. You may write your last line on the coupon or on a post card or on any other piece of paper. Radio Guide may be examined at its offices or at public libraries free.

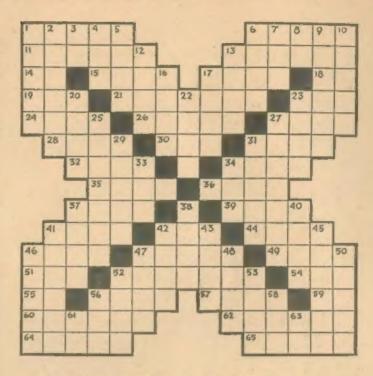
THE PRIZES

Total\$	00.00
Next 10 Prizes \$5.00 each	50.00
3rd Prizo	10.00
2nd Prize	15.00
1st Prize	

NOTICE! This Is the Last Jingle of This Series

AMERICA'S WEEKLY OF PROGRAMS and PERSONALITIES

Radio Guide's X-Word Puzzle



The solution to this puzzle will be published in next week's issue, in which you will find another absorbing puzzle

DEFINITIONS

HORIZONTAL HORIZONTAL

1—First name of male star on Show Boat Program

6—Tempts

11—Original American

13—Chest of drawers

14—Half an em

15—Feared

17—Fop

18—Initials of orchestra leader

an Ex-Lay Program

on Ex-Lax Program
19—News Syndicate (initials)
21—Windward
23—Highest note in Guido's

scale
24—Season
26—Mends
27—Wide mouth pitcher
28—Portion of body between
lower rib and hip bone
30—Small inlet

30—Small imet
31—Above
32—Black
34—Beyerages
35—Dutch colonist in S. Africa

36—Bird 37—Dispatched 39—Wind spirally

41-Emmets 42—Sector (abbr.) 44—Injure

46—Insect 47—Baron Munchausen

49—Lass 51—Part of mouth

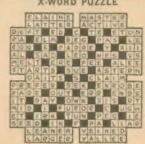
52—Soirees 54—Brazilian coin 55—Part of verb "to be" 56—Conflagration 57—Greek Letter

59—One 60—Scholar 62—Emend 64—Lean 65—Measure

VERTICAL
1-Legal claims
2-Weld
3-July

2-Weld
3-Initials of Western State
4-Niagara (abbr.)
5-Type of vessel
6-Stoopnagle's henchman

SOLUTION TO LAST WEEK'S X-WORD PUZZLE



7—119.5 square yards
8—That is (abbr.)
9—Higher
10—It's sweet
12—Wast
13—Combs wool
16—Precious
17—Charles — Gibson
20—American Century plant
22—That which is written
23—Female sheep
25—Radio and Metropolitan (

25—remaie sneep 25—Radio and Metropolitan Op-era baritone 27—After sundown 29—Middays

29—Middays 31—Medleys 33—Lace work 34—Part of circle 37—Break quickly

-Batter

-Scorch -Baby's bed

45—Oil
46—Mirror
47—Separate
48—Look fixedly
50—Ocean vessel
52—Liquid measure
53—Hold back
56—Enthusiast (slang)
58—Saletation

Southern State (abbr.)

The Cover Girl

From a lingerie buyer's desk to stardom in radio is a strange transition, but that's the brief story of Mary Livingstone (Mrs. Jack Benny) the cover girl this

Mary is one of those rare examples of Mary is one of those rare examples of a woman who is youthful as well as ornamental. She was born in Seattle, Washington, but while in her teens she migrated, along with her family, to Los Angeles. Having no movie aspirations, but rather a true economist's point of view, she decided on a business career.

Application plus a sheepiness all out of

cided on a business career.

Application, plus a shrewdness all out of line with the role she portrays on the air, helped her to succeed. Before long she found herself a department manager, buying hosiery and silken feminine undertogs. You know the old proverb, "Everybody sympathizes with the undertog," so Mary found her work more than normally pleasant.

Suddenly out of her azure sky loomed a

Suddenly out of her azure sky loomed a Suddenly out of her azure sky loomed a comical fellow named Jack Benny, then a vaudeville and periodical motion-picture actor. He laughingly proposed marriage and she laughingly took him up, thereby setting the scene for her change from buyer to stooge. Her present importance to Jack's shows lifts her out of the

"stooge" rating, as she is practically a co-star with her husband and his associates. Even after her marriage to Jack, Mary did not succumb to the much publicized lure of grease-paint. She was perfectly content to stay at home and follow the career of house-wife for which her early home environment had so thoroughly equipped her.

environment had so thoroughly equipped her.

But the love of having her with him, plus a shrewd appraisal of her personal magnetism led Jack to urge her to do bits in his vaudeville acts. This was the foundation for her radio debut which was not made until two years ago. On a memorable occasion a script was short. Jack called on Mary to hastily interpolate an excerpt from their stage act—and the die was cast. die was cast.

She is five feet, five and one-half inches tall and weighs around 118 pounds. Her weaknesses are shoes and lingerie—and she is a wizard at the attention-compelling game of Russian Bank.

Mary Livingstone, with Jack Benny, will be heard every Sunday evening at 7 p. m. EST over the NBC-WJZ network in a program sponsored by Jello.

RALPH KIRBERY

As He Appears Under the

MIKEroscope

By Harry Steele

on't stop me if you've heard this one—there are lots of people who haven't. It's the one about "Dream Singer" Ralph Kirbery being awakened during a hotel fire and bursting into song, thinking he was once again at the microphone doing his pre-dawn stint. Ray Perkins vouches for it-and the Perkinses

The curse of that Witching Hour warbling will pursue Kir-bery as long as folks of anecdotal tendencies follow their tale-weaving. His was the lilting baritone voice which used to break forth upon the stilly night with dance bands to the right of him, dance bands to the left of him, his but to do or die for dear old NBC.

NBC.

The 34-year-old songster was born in Paterson, N. J., where he lived and attended school until he was eighteen. He is a little reticent about admitting that it took a world upheaval to get him out of high school, but he's proud of the fact that he deserted his classes to join the army in 1917. For reasons unexplained, he appealed to recruiting chieftains as ideal material for the tank corps; so that's where he landed and where he remained until the end of hostilities. Between spells of conveying his cast-iron sedan over shell pits he entertained his fellow warriors with snatches over shell pits, he entertained his fellow warriors with snatches of song.

over shell pits, he entertained his fellow warriors with snatches of song.

Those mates-in-arms were enjoying gratis what was destined one day to cost sponsors and networks plenty of money; more money per day in fact than Ralph was earning a month as chauffeur on a 1917-model Juggernaut.

The return to civil life had its general post-war effect on Kirbery. He was miscast in several commercial roles before he landed on his feet in front of a microphone. As an oil magnate in Ranger, Texas, he was considerably like the wells in which he was interested—anything but flush.

Harking back to his experience with the snorting chariots of war, he decided to try automobile selling; but the talent which he already was harboring found no outlet in his discourses on horse-power and free wheeling. At the behest of a friend he became a flour broker, but was never able to get into the big dough. He abandoned the field broker, but wiser.

Back at home he whiled away the tedium by singing again for his Legion buddies of the Paterson Post. The professional butterfly was beginning to stir in the drab business cocoon, and it emerged shortly in full brilliance. Local stations, sensing the appeal for the impressionable sex in Ralph's voice, urged him to sing before the microphone.

From then on it was only a step to a New York sustaining program, and commercials inevitably followed. Even astute network officials capitulated, and NBC tendered Kirbery the contract which led to the midnight broadcasts and the appealing tag. "Dream Singer."

"Dream Singer,"

The name is purely titular, because Ralph is not of the stuff that dreams are made of. He is a robust, compact lad weighing 185 pounds, thoroughly masculine, and reaching an altitude of six feet. He is brown haired, with eyes to match; and doesn't particularly relish his lure for the ladies, save as it contributes to the

larly reish his lure for the faules, save as a constitution exchequer.

Many a dilatory husband, lagging homeward in fear of a shrewish greeting at 1 a. m., has been surprised by the affability of his wife's welcome, not knowing that the mood was the soothing effect of Kirbery's ballads. When recognition is being parceled out, it might not be an unsound idea for the Married Men's Benevolent Protective Association to run up some sort of suitable tribute to Ralph Kirbery.





RALPH KIRBERY



Radio Guide will place some celebrity Under the MIKEroscope every week. Save the picture on this page. There will be 52 in a full set. This is the twenty-sixth. You will get one picture a week for an entire year. To every person who sends to Radio Guide a complete collection of 52 will be given an album containing the entire group of photographs as reproduced here; the photographic reproductions will be in fine finish.

Start saving your series now. And watch for another celebrity Under the MIKEroscope in Radio Guide next week.

Mr. Fairfax Knows the Answers

BENNY MEROFF is not broadcasting at present. He has been playing in various Chicago movie houses. (Miss U. A. W., New Orleans, La.)

THE THREE RASCALS are Robert Keith, Fred Furtsch and Robert Harthun. Write to them in care of CBS, Wrigley Building, Chicago. (Anne Marsball, Jamaica, N. Y.)

PAUL DON and LEWIS SHUMATE are married; RAY SHUMATE is single. They are popularly known as the Four Shamrocks. (Marie J., St. Joseph, Mo.)

CONRAD THIBAULT was born in North-bridge, Massachusetts, November 13, 1905, He has been on the air about three years. He is very

fond of handball and swimming. (Kathryn Gens-bauer, Philadelphia, Pa.)

RUTH ETTING was born in Nebraska thirty-two years ago. She has no children. (Lee Walton, N.Y.)

EMERY DEUTSCH will no doubt be happy to play a request number for you. Address him in care of CBS, 485 Madison Avenue, N. Y. C. Send 25c to that address also for a photo. (Alex SI. Miklos, Lucerne Mines, Pa.)

"PANDORA OF THE ENCHANTED IS-LAND" is B. Mercedes Keen, and she is single. Miss Keen is about 25 years old, 5 feet 7 inches tall, weighs 122 pounds, has brown hair and brown

eyes. She has appeared in movie shorts. (Cynthia L., Sylvia G., Rosemary J., N. Y. C.)

GRACE AND EDDIE ALBERT are not re-lated. (F. S., Bronx, N. Y.)

BILL AND GINGER are not married to each other in real life. (Grace B. Dongal, Torrington, Conn.)

"LAZY DAISY" is Alice Twing. She is a trained concert singer, is 5 feet 6 inches in height, has grey-green eyes and light brown hair. (Harlan M. Taylor, Media, Pa.)

JIMMY DURANTE is of Italian parentage. (Robert Bartlett, Stamford, Conn.)



CW HUNDREDS MO erid YOU TOO like .

BU CK ond \$1.000 Ca

Sensational advertising campaign. Do you want \$2,500.00? We want people acquainted with our Company quick. We will award 100 Grand Prizes to get quick advertising and to extend our business everywhere. Besides, there will be thousands of dollars more in cash profit rewards. Would you, too, like to win a brand new latest model Buick 8 Sedan delivered by the nearest dealer and \$1,000.00 extra for promptness (or \$2,500.00 all cash to professed)?

if preferred)?

Maybe this grand opportunity sounds like a dream to you. But hundreds of folks have already won big cash prizes in similar friendship campaigns conducted by men now in this Company. See pictures of a few winners—send for pictures, names and addresses of scores of others, Now comes your chance to go after big prizes. 100 Grand Prizes.

Can You Find 5 Movie Star Faces in Picture?

The Stars who were riding got out of the car. See if you can find their faces about the auto. Look sharply. Some look straight at you, some are upside down, some are aideways. Sharp eyes will find them. Can you find 5 or more? Not necessary to name them. Mark the pictures you find, clip and mail quick, or just send coupon below and I will tell you how you may win. In case of final ties, duplicate prizes will be awarded. Get carted quick by marking the Movie Stars you find.

Not a Penny of Your Own Money Needed

On Our Movie Star Plan

No indeed! By our plan you need not put in a penny
of your own money to go after this \$2,500.00 First
Prize or one of the other 9 Grand Prizes. This is not a lottery—
no luck needed—no slogans to write—no subscriptions to buy or sell
—no more puzzles. Someone will be the happy winner of \$2,500.00.
Will it be you?

I promise you a cash profit reward if you take an active part in my campaign. I don't care how many—the more the merrier. Just
think what it would mean to you and your loved ones if you should
be the winner of \$2,500.00 prize money. What a joy! A big start
in life. A new home. Travel. Education. Marriage, perhaps. Indeed this is more money than most people save in a lifetime. Mail
coupon now.

51,000 EXTRA CASH FOR PROMPTNESS to First Prize Winner

They say promptness pays. I will award \$1,000.00 extra to the first prize winner just for being prompt in following my sensational plan. Therefore first prize winner gets Buick Sedan and \$1,000.00 if prompt, or \$2,500.00 all cash if preferred. Don't send a penny but mail the coupon today for details. Don't delay.

All Grand Prize Money Now in Bank

More than \$2,500.00 cash in now placed in the big, strong Home Savings Bank of Des Moines for the Grand Prize winners. This cash can be used for no other purpose. The money must be used to pay the happy winners. We are reliable and I invite you to look us up through any credit agency, any bank in Des Moines, any big business house, railroad, or newspaper.

\$10,000.00 REWARD

We will pay \$10,000.00 to any worthy charity if anyone can prove we do not really award all these thousands of dollars in Grand Prizes—or if the money is not in the tank to pay the happy winners—or if we do not fulfill every guarantee we make. Write today. You have nothing to lose, everything to gain.

Send No Money RUSH COUPON

The first thing to do is to Send the Coupon Today. Many of the biggest prize winners in previous campaigns like ours probably thought they could not win. Imagine their surprise when they did. Mark the Movie Stars you find, clip picture and shall with coupon. Or write on penny postal card how many Stars you find. Don't send a penny. For replying I will tell you how you may share in this opportunity to win big cash prizes. Tell me which you would prefer if you should win first prizes. Eel me which you would prefer if you should win first prize. Sel. 500.09 cash or Buick Sedan and \$1,000.00 cash. Send the coupon now—before you miss this opportunity.

DON PARMELEE, Prize Manager 112 to 114 Eleventh Street

Dent 80

No Connection With Any Other Firm Offering Prizes



COUPON NOW!

DON PARMELEE, Prize Manager, Dept. 80
112-114 Eleventh St., Des Moines, Iowa.
I have marked the Movie Stars in picture which I am enclosing, and I am anxious to win.

Neme	
Address	

Mark in square below which you would prefer if you should become the First Prize winner.

□ BUICK AND \$1,000 OR □ \$2,500 CASH